



ZAG
HEROES

Miraculous™

STYLE GUIDE

ZAG



ZAG HEROEZ - MIRACULOUS™ - Tales of Ladybug & Cat Noir is a hit, 3D-CGI animated action comedy TV series airing in over 120 countries worldwide - Season 1 premiered fall 2015, Season 2 launched in Europe in Fall 2017, Season 3 is anticipated in early 2019.

ZAG HEROEZ MIRACULOUS™ - Tales of Ladybug & Cat Noir (78 x 22') follows the adventures of two seemingly typical teens with secret identities, Marinette and Adrien, who transform into superheroes, Ladybug and Cat Noir, when evil threatens Paris, their beloved City of Lights. Can they beat the unexpected villains in each episode and get their homework done on time?

Please enjoy using the second CORE Miraculous Style Guide full of new design assets and new characters from the overall brand and Season 2.

Use the guide to develop and design character and lifestyle branded consumer products and to communicate verbally and visually consistent around the brand.



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CHARACTERS





MARINETTE IS LADYBUG

MARINETTE

Marinette is always looking on the bright side of life and goes out of her way to help others solve their problems. She can often be found sketching in her notebook and dreams to some day get into a top-notch fashion design school.

What very few know is that Marinette has chosen to defend and protect Paris from evil-doers, and in order to do so, she must have the help of her Kwami, Tikki, and say the magic words "Spots On!" With this, her clothing becomes a sleek polka-dotted uniform and she turns into her alter ego – Ladybug, and she's ready to defend wrong-doing!

Positive • Enthusiastic • Sincere

LADYBUG

Ladybug's sense of responsibility keeps her focused on her missions until they are accomplished.

When she calls up her Lucky Charm power, ladybugs swarm from her yo-yo to provide her with a special object that will help fight a specific crime in some way.

Her other special power is that only she is the one able to capture the Akuma, and once the villain has been defeated, the Lucky Charm turns back into a swarm of ladybugs and sets off to put things back in order.

Once she uses this power, Ladybug only has 5 minutes before she returns to her alter ego ...Marinette.

**Clever • Tenacious •
Quick Thinking • Brave
Lucky • Cool • Magical**





Marinette Dupain-Cheng





COLOR BREAKDOWN

MARINETTE

Mouth
C22/M74/Y38/K47
PMS 4985C

Tongue
Co/M37/Y2/K0
PMS 203C

Lips
Co/M43/Y40/K0
PMS 487C

Shirt
Co/M0/Y0/K0
White

Hair
C58/M26/Y2/K5
PMS 652C

Eyebrows
C73/M45/Y24/K66
PMS 7546C

Eyes
C62/M0/Y8/K0
PMS 637C

Hairband
Co/M95/Y100/K0
PMS 485C

Jacket / Earring / Leaves on T-shirt
C44/M34/Y22/K77
PMS CG 11C

Trousers
Co/M46/Y12/K0
PMS 197C

Skin
Co/M21/Y30/K0
PMS 475C

Shoes
Co/M20/Y21/K0
PMS 489C

Bag
C67/M79/Y24/K59
PMS 7448C

Bag
C63/M62/Y59/K94
PMS Black C

Handbag Clips
Co/M95/Y100/K0
PMS 485C

Handbag Clasp
Co/M8/Y86/K0
PMS 7404C

NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



Suggested Anchor Point



MIR_3D_MA_01A.psd



MIR_3D_MA_03A.psd



MIR_3D_MA_08.psd



MIR_3D_MA_09.psd

NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



————— Suggested Anchor Point



MIR_3D_MA_10.psd



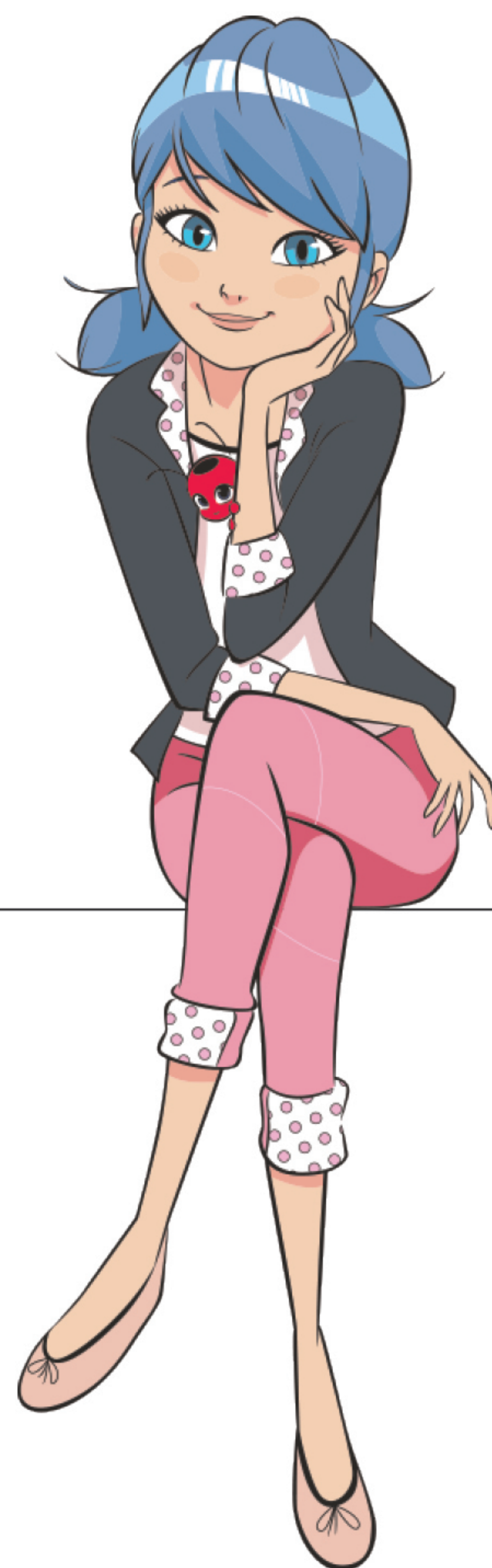
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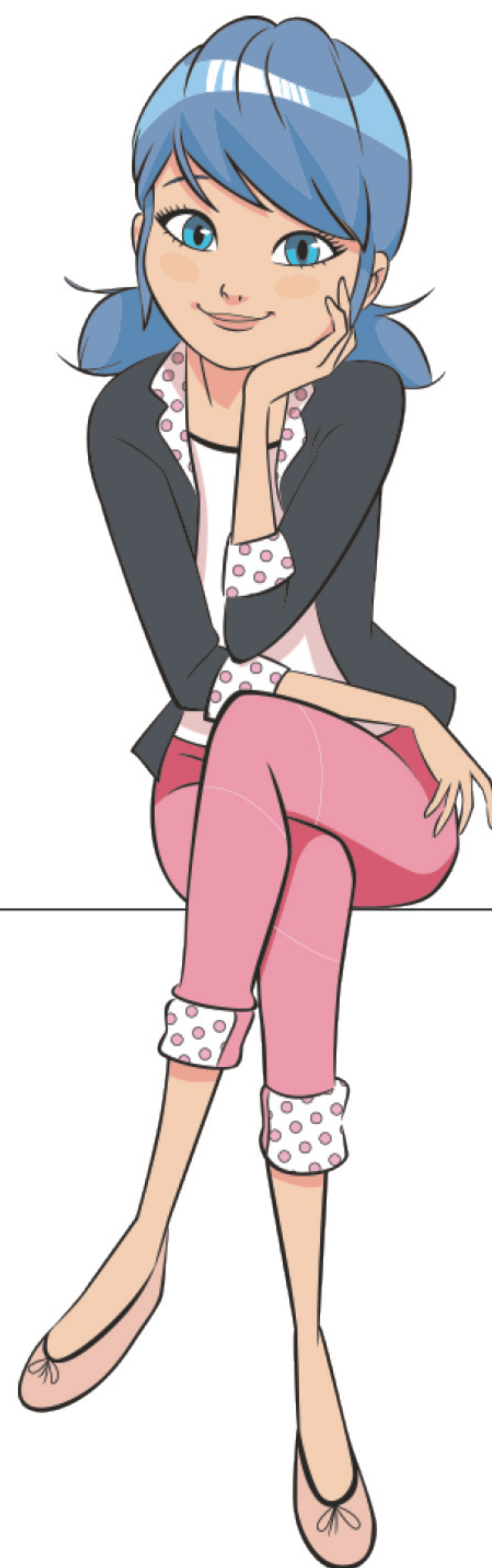
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Suggested Anchor Point



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MIR_VECTOR_FULL_MA_01B.ai



MIR_VECTOR_FULL_MA_02A.ai



MIR_VECTOR_FULL_MA_02B.ai



MIR_VECTOR_FULL_MA_03A.ai



MIR_VECTOR_FULL_MA_03B.ai



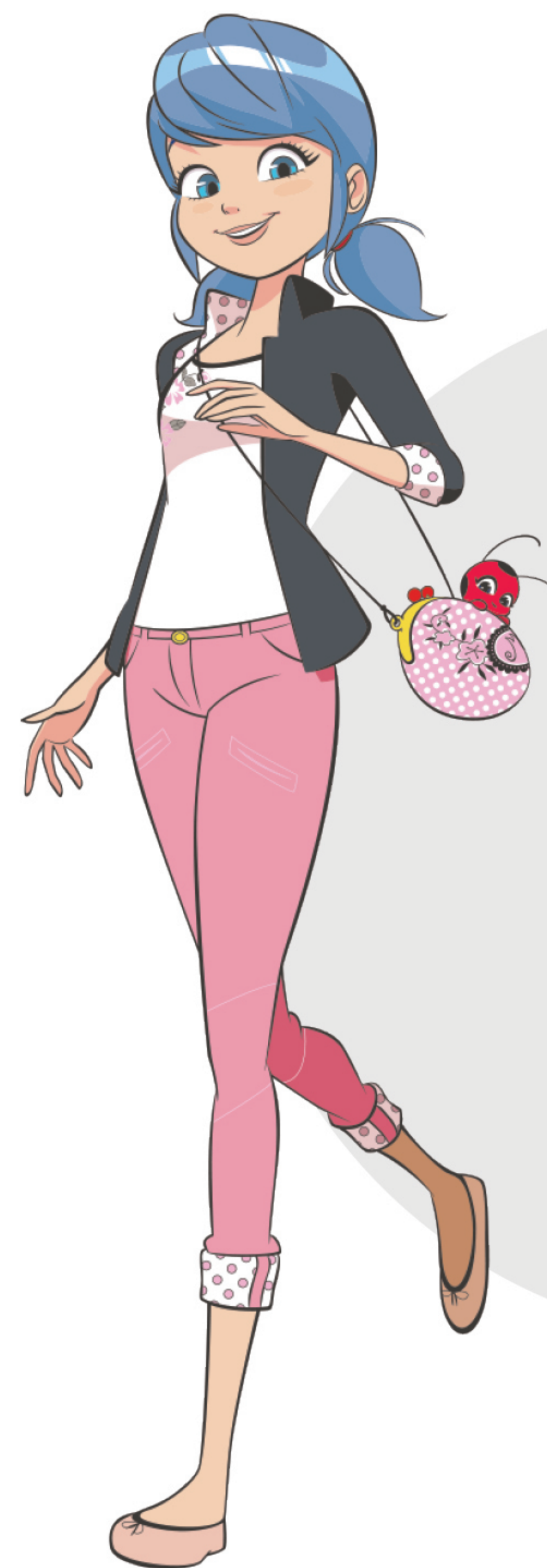
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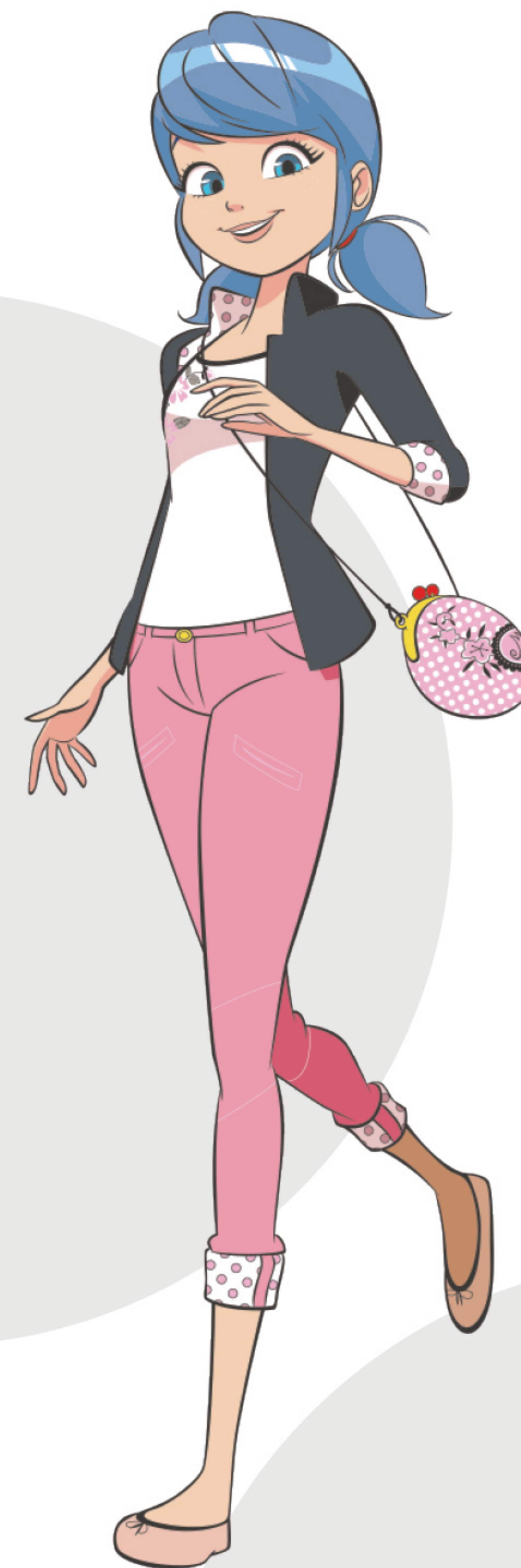
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MIR_VECTOR_FULL_MA_05B.ai



MIR_VECTOR_FULL_MA_06A.ai



MIR_VECTOR_FULL_MA_06B.ai



FULL COLOR **VECTOR**
MARINETTE

————— Suggested Anchor Point



MIR_VECTOR_FULL_MA_07.ai

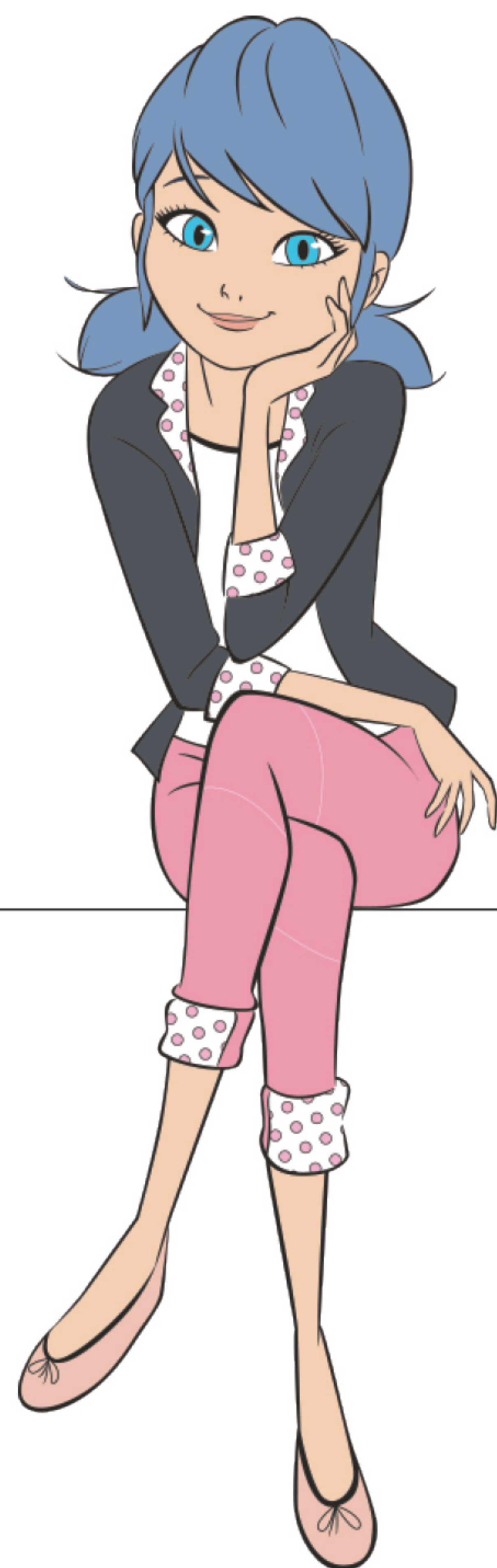
**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



Suggested Anchor Point



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MIR_VECTOR_FLAT_MA_01B.ai



MIR_VECTOR_FLAT_MA_02A.ai



MIR_VECTOR_FLAT_MA_02B.ai

**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



MIR_VECTOR_FLAT_MA_03A.ai



MIR_VECTOR_FLAT_MA_03B.ai



MIR_VECTOR_FLAT_MA_04.ai

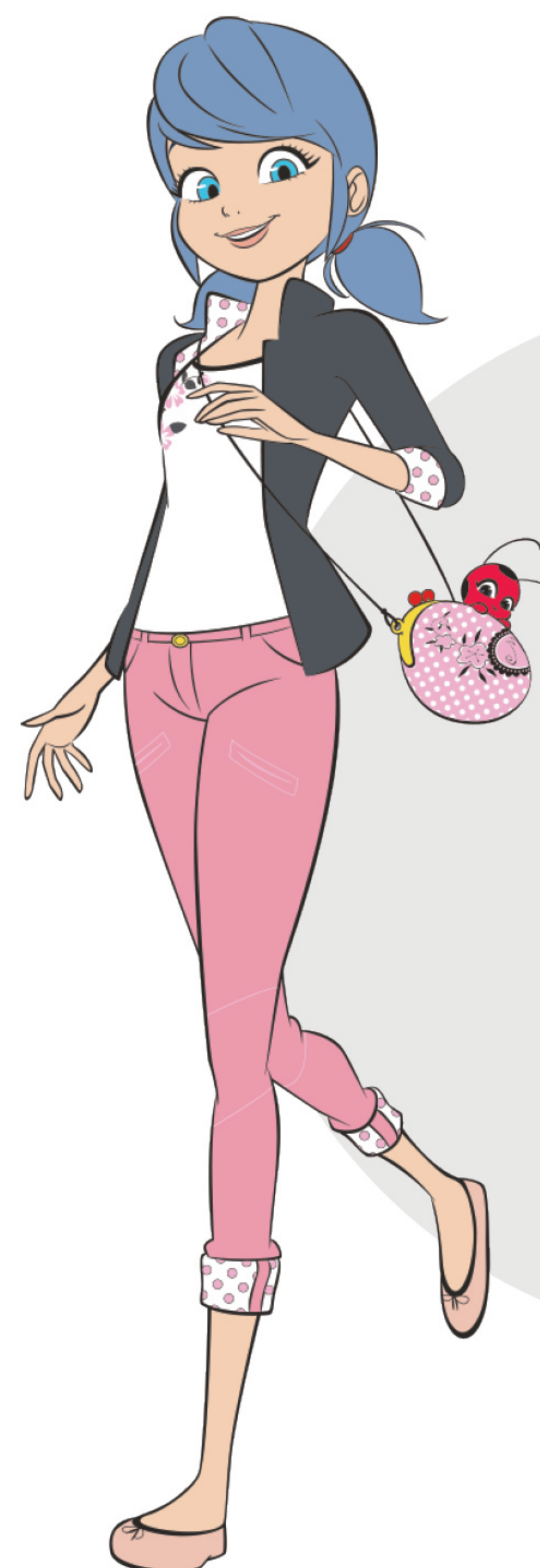
**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



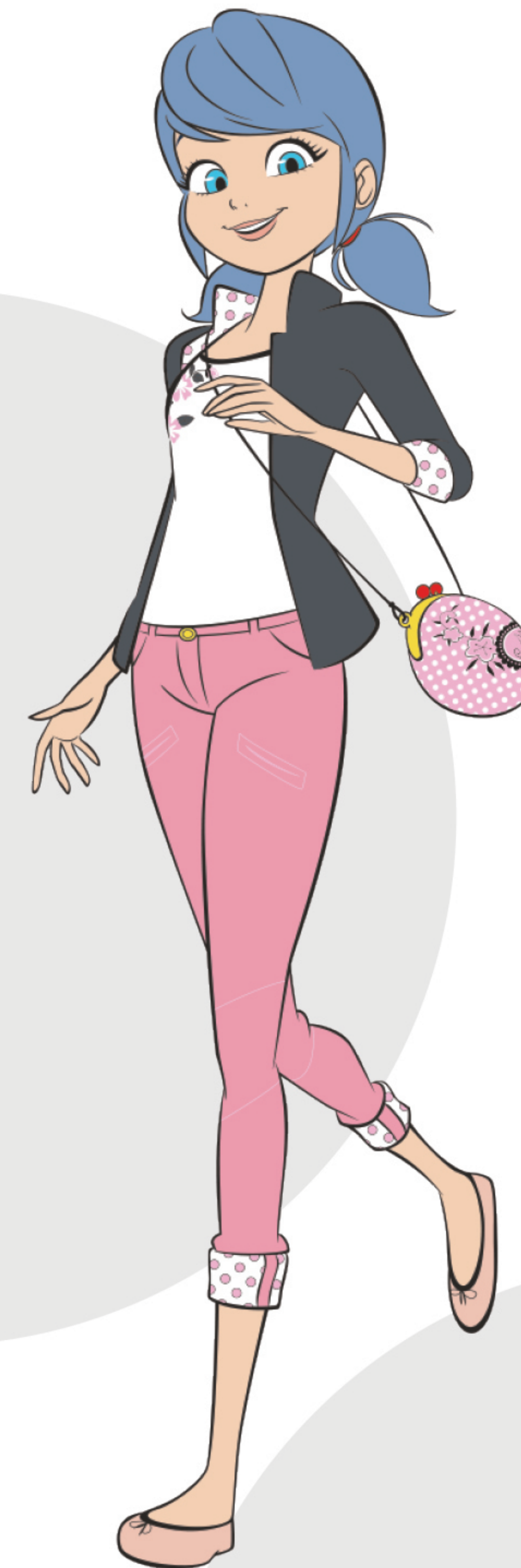
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MIR_VECTOR_FLAT_MA_05B.ai



MIR_VECTOR_FLAT_MA_06A.ai



MIR_VECTOR_FLAT_MA_06B.ai



————— Suggested Anchor Point



MIR_VECTOR_FLAT_MA_07.ai

**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



———— Suggested Anchor Point



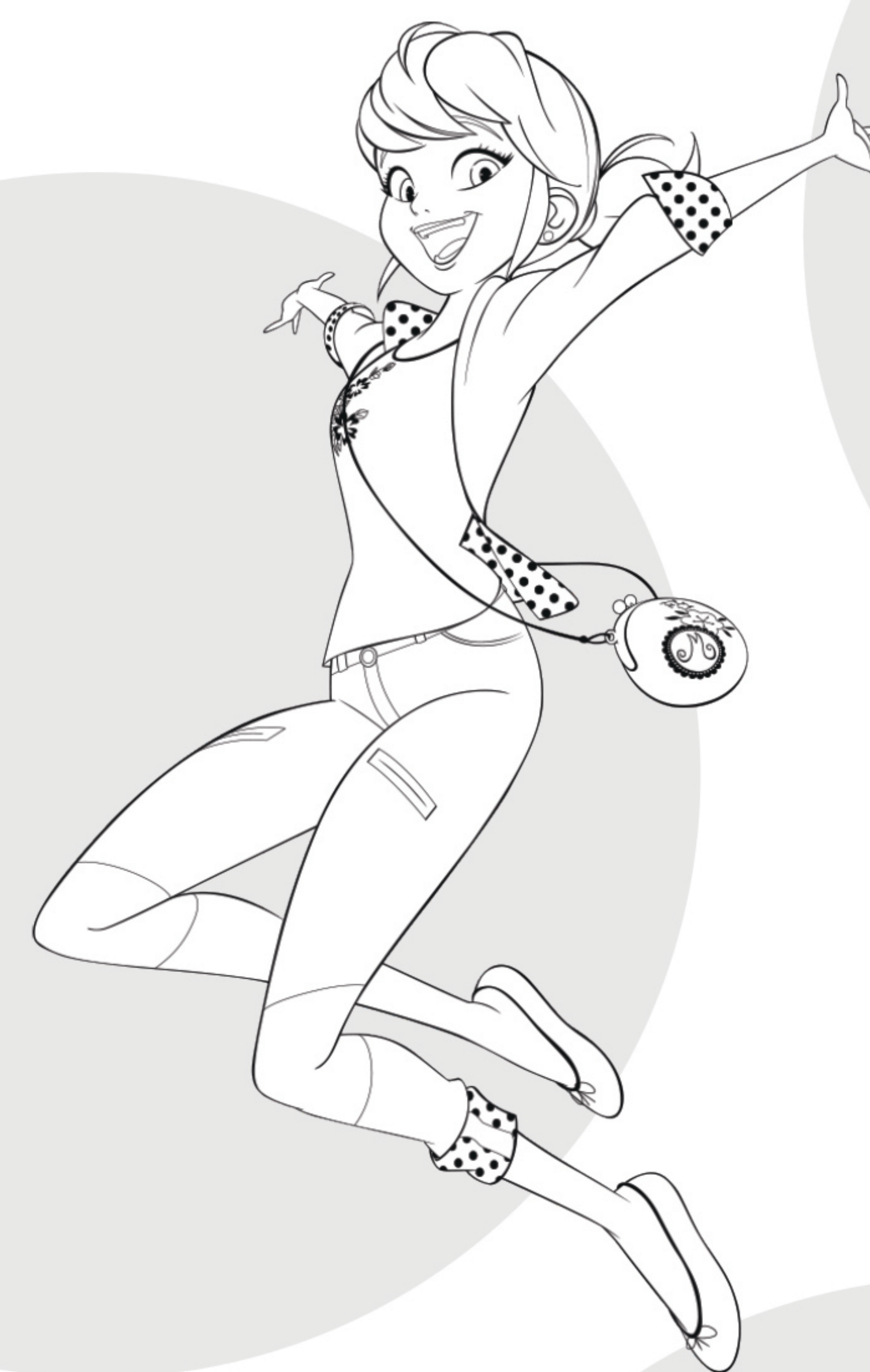
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MIR_VECTOR_LINE_MA_01B.ai



MIR_VECTOR_LINE_MA_02A.ai



MIR_VECTOR_LINE_MA_02B.ai

**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



MIR_VECTOR_LINE_MA_03A.ai



MIR_VECTOR_LINE_MA_03B.ai



MIR_VECTOR_LINE_MA_04.ai



MIR_VECTOR_LINE_MA_05A.ai



MIR_VECTOR_LINE_MA_05B.ai



MIR_VECTOR_LINE_MA_06A.ai



MIR_VECTOR_LINE_MA_06B.ai



————— Suggested Anchor Point



MIR_VECTOR_LINE_MA_07.ai

**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



————— Suggested Anchor Point



MIR_VECTOR_SILH_MA_01.ai



MIR_VECTOR_SILH_MA_02A.ai



MIR_VECTOR_SILH_MA_03A.ai



MIR_VECTOR_SILH_MA_04.ai



MIR_VECTOR_SILH_MA_05A.ai



MIR_VECTOR_SILH_MA_06A.ai



MIR_VECTOR_SILH_MA_07.ai

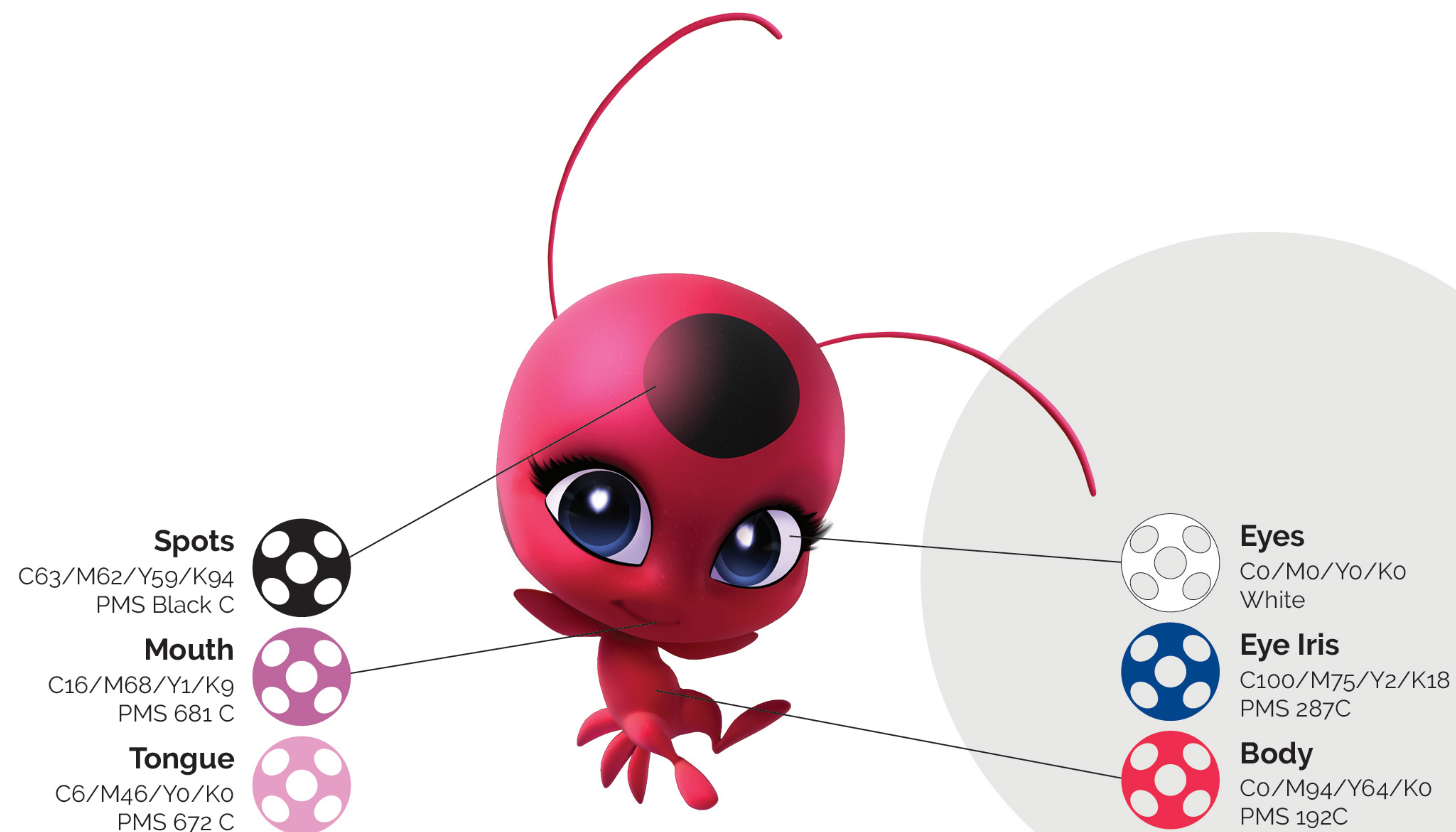
NOTE: ALL SILHOUETTE POSES ARE AVAILABLE WITH AND WITHOUT TIKKI

**NOTE: ALL POSES OF MARINETTE CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



Tikki







MIR_3D_TI_01.psd



MIR_3D_TI_02.psd



MIR_3D_TI_03.psd



MIR_3D_TI_04.psd



MIR_3D_TI_05.psd



MIR_3D_TI_06.psd



MIR_VECTOR_FULL_TI_01.ai



MIR_VECTOR_FULL_TI_02.ai



MIR_VECTOR_FULL_TI_03.ai



MIR_VECTOR_FLAT_TI_01.ai



MIR_VECTOR_FLAT_TI_02.ai



MIR_VECTOR_FLAT_TI_03.ai



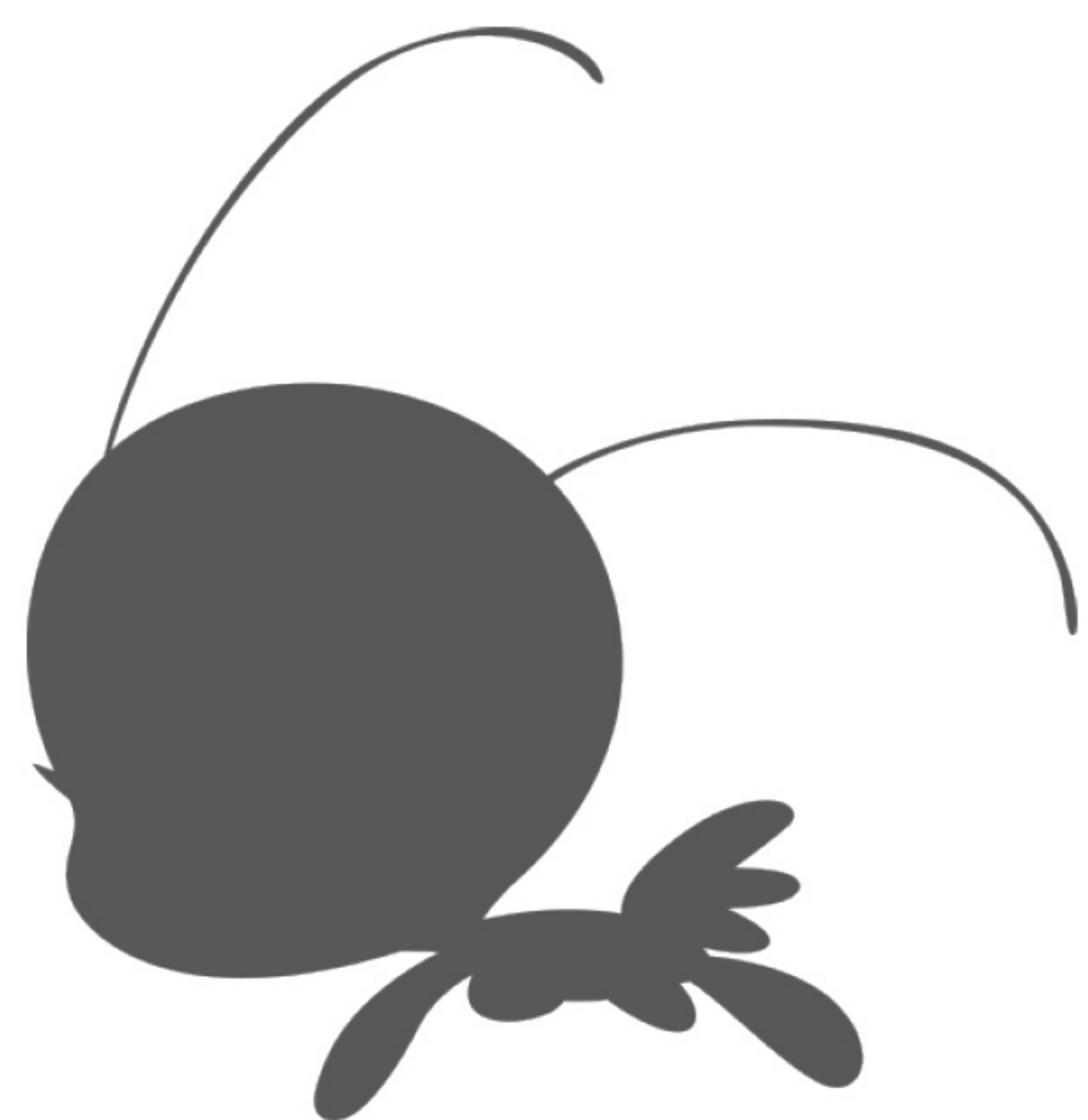
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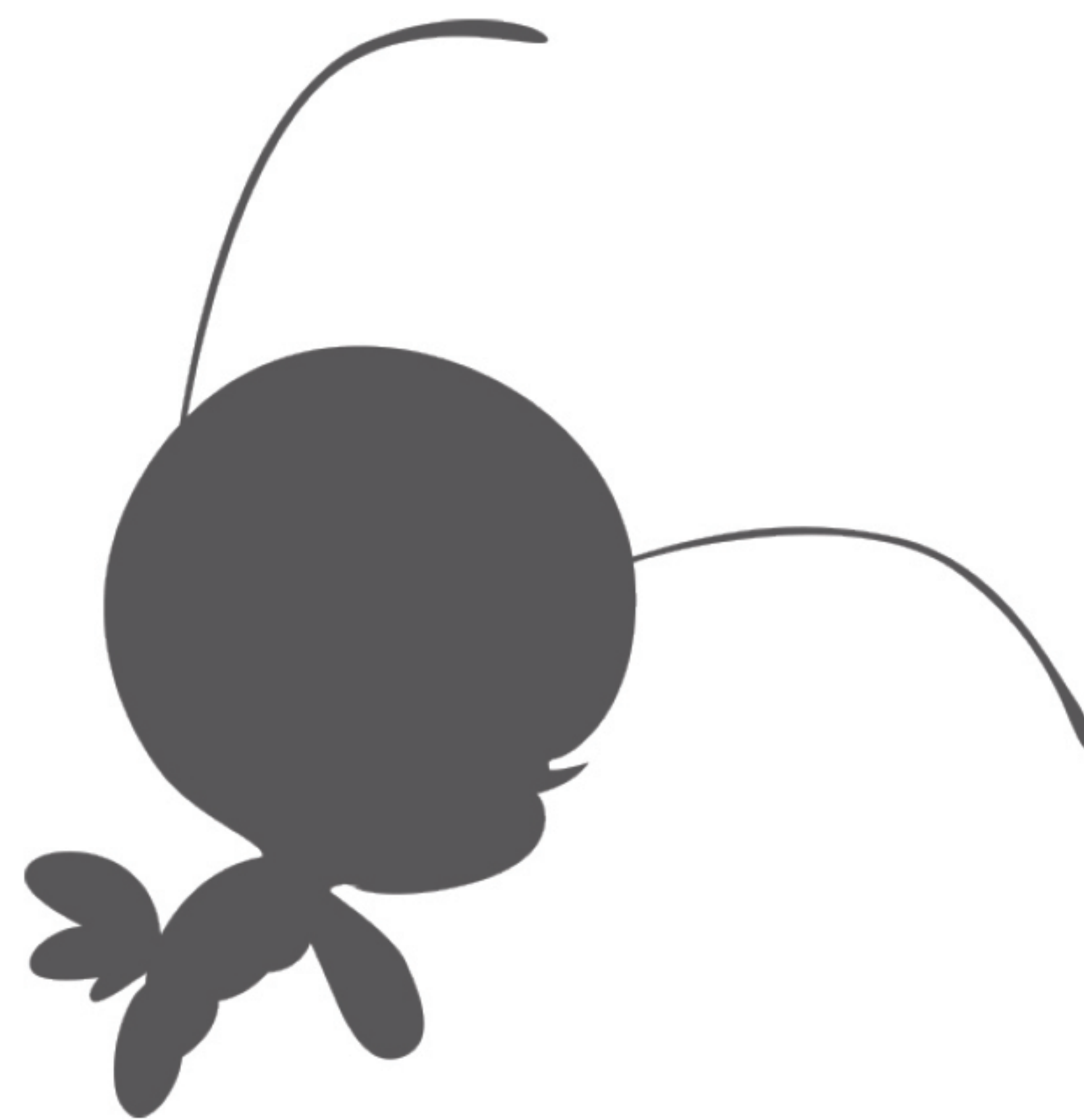
MIR_VECTOR_LINE_TI_02.ai



MIR_VECTOR_LINE_TI_03.ai



MIR_VECTOR_SILH_TI_01.ai



MIR_VECTOR_SILH_TI_02.ai



MIR_VECTOR_SILH_TI_03.ai



Ladybug



NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



COLOR **BREAKDOWN** LADYBUG

Lips
C9/M55/Y50/K0
PMS 486C

Teeth / Eyes
Co/M0/Y0/K0
White

Mouth
C22/M74/Y38/K47
PMS 4985C

Tongue
Co/M37/Y2/K0
PMS 203C

Hair / Eyes
C94/M57/Y4/K18
PMS 653C

Skin
Co/M21/Y30/K0
PMS 475C

Suit
Co/M95/Y100/K0
PMS 485C

Suit
C63/M62/Y59/K94
PMS Black C



NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_3D_LB_01.psd



MIR_3D_LB_02.psd



MIR_3D_LB_03.psd

————— Suggested Anchor Point



MIR_3D_LB_06.psd



MIR_3D_LB_08.psd



MIR_3D_LB_09.psd

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_3D_LB_10.psd



MIR_3D_LB_11.psd



MIR_3D_LB_13.psd

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_3D_LB_15.psd



MIR_3D_LB_16.psd

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_3D_LB_17.psd



MIR_3D_LB_18.psd



MIR_3D_LB_19.psd

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_3D_LB_20.psd



MIR_3D_LB_21.psd

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_VECTOR_FULL_LB_01.ai



MIR_VECTOR_FULL_LB_02.ai



MIR_VECTOR_FULL_LB_03.ai



Suggested Anchor Point



MIR_VECTOR_FULL_LB_o4.ai



MIR_VECTOR_FULL_LB_o5.ai



MIR_VECTOR_FULL_LB_o6.ai

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_VECTOR_FULL_LB_o7.ai



MIR_VECTOR_FULL_LB_o8.ai



MIR_VECTOR_FULL_LB_o9.ai

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



FULL COLOR **VECTOR**
LADYBUG



MIR_VECTOR_FULL_LB_10.ai



MIR_VECTOR_FULL_LB_11.ai



MIR_VECTOR_FULL_LB_12.ai



MIR_VECTOR_FLAT_LB_01.ai



MIR_VECTOR_FLAT_LB_02.ai



MIR_VECTOR_FLAT_LB_03.ai

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



Suggested Anchor Point



MIR_VECTOR_FLAT_LB_04.ai



MIR_VECTOR_FLAT_LB_05.ai



MIR_VECTOR_FLAT_LB_06.ai



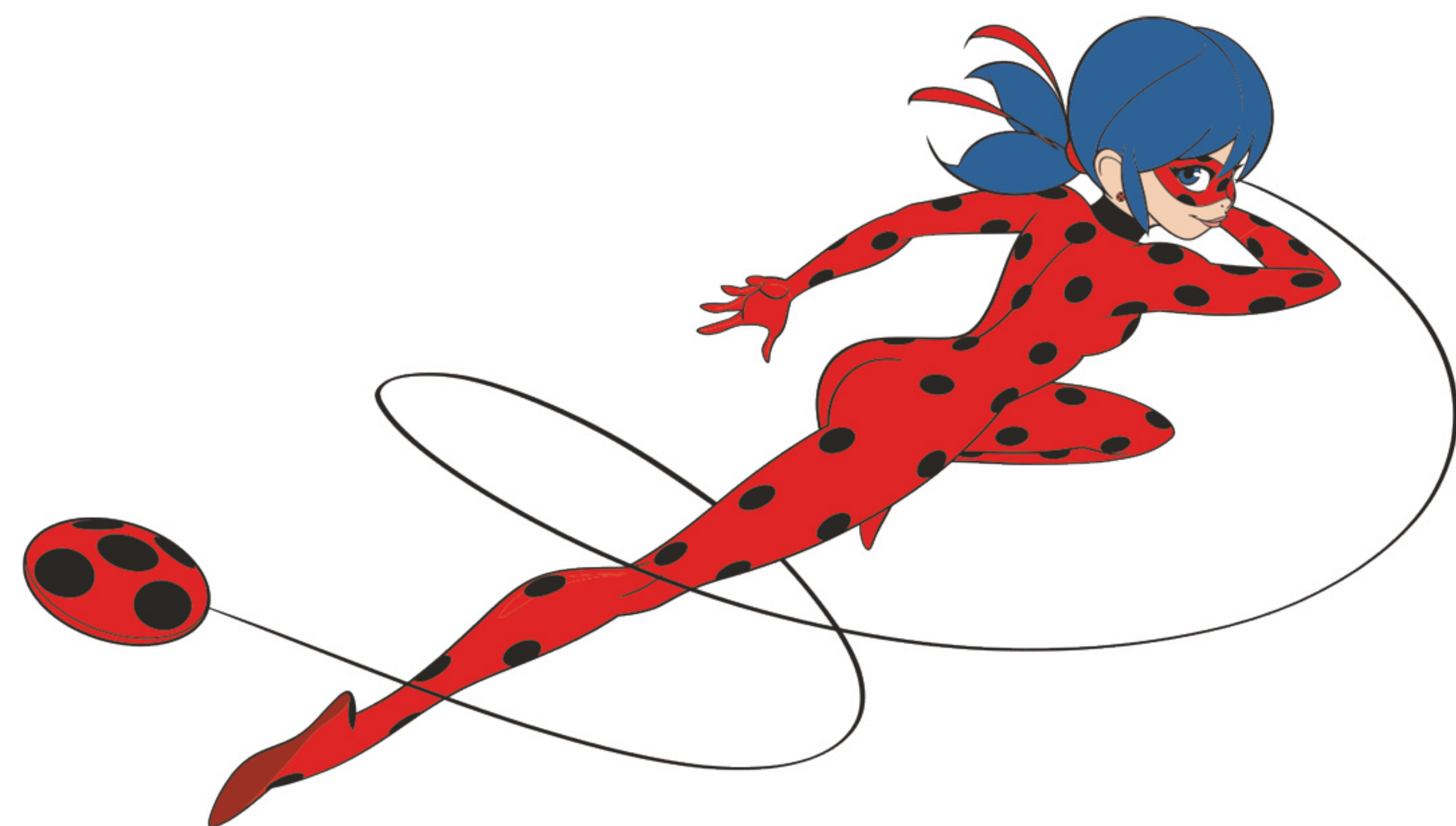
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MIR_VECTOR_FLAT_LB_o8.ai



MIR_VECTOR_FLAT_LB_o9.ai



MIR_VECTOR_FLAT_LB_10.ai



MIR_VECTOR_FLAT_LB_11.ai



MIR_VECTOR_FLAT_LB_12.ai

NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



MIR_VECTOR_LINE_LB_01.ai



MIR_VECTOR_LINE_LB_02.ai



MIR_VECTOR_LINE_LB_03.ai



— Suggested Anchor Point



MIR_VECTOR_LINE_LB_04.ai



MIR_VECTOR_LINE_LB_05.ai



MIR_VECTOR_LINE_LB_06.ai



MIR_VECTOR_LINE_LB_07.ai



MIR_VECTOR_LINE_LB_08.ai



MIR_VECTOR_LINE_LB_09.ai



MIR_VECTOR_LINE_LB_10.ai



MIR_VECTOR_LINE_LB_11.ai



MIR_VECTOR_LINE_LB_12.ai



MIR_VECTOR_SILH_LB_01.ai



MIR_VECTOR_SILH_LB_02.ai



MIR_VECTOR_SILH_LB_03.ai



MIR_VECTOR_SILH_LB_04.ai



MIR_VECTOR_SILH_LB_05.ai

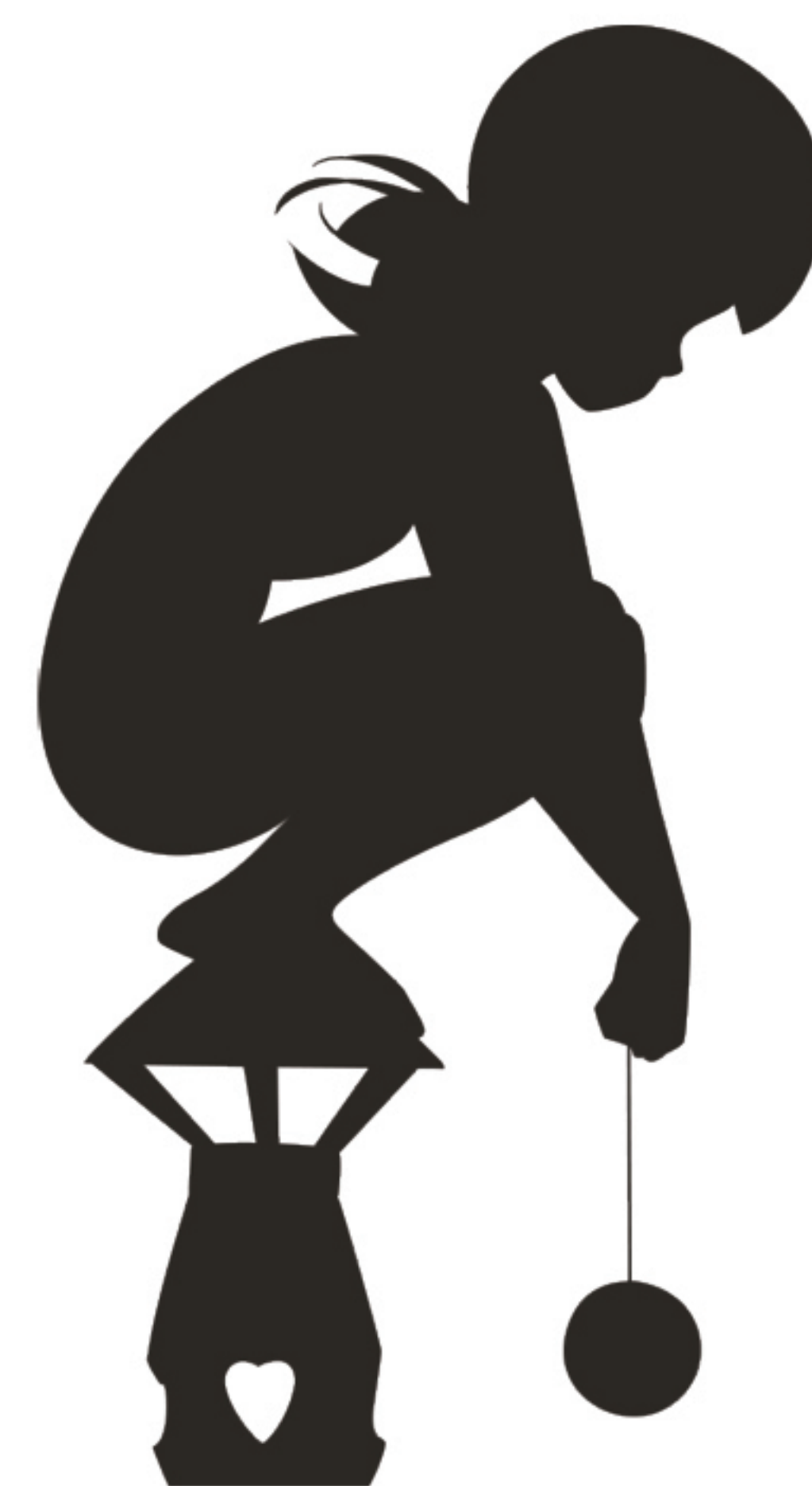
NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US



Suggested Anchor Point



MIR_VECTOR_SILH_LB_o6.ai



MIR_VECTOR_SILH_LB_o7.ai



MIR_VECTOR_SILH_LB_o8.ai



MIR_VECTOR_SILH_LB_o9.ai



MIR_VECTOR_SILH_LB_o10.ai

**NOTE: ALL POSES OF LADYBUG CANNOT BE FLIPPED
HAIR / BANGS / FRINGE MUST ALWAYS FALL TO THE RIGHT AS SHE FACES US**



ADRIEN AGRESTE IS CAT NOIR

ADRIEN

Adrien Agreste appears to have it all: money, fame, a huge mansion across from the Eiffel Tower, and a glamorous modeling career - everything...except the one thing he can't have: a life he really wants.

To the outside world, it looks like Adrien has the perfect life: he has been the face of his father's fashion company, Imago since he was a young boy, and has appeared in every ad and poster, package and TV commercial in Paris. But Marinette knows the real story - Adrien's father is cold and controlling, has very little time for him and allows Adrien ZERO freedom.

Like Marinette, Adrien was chosen to fight villains. With the help of his Kwami, Plagg, when he says the magic words, "Claws out!" - immediately, a sleek, black cat costume covers his body and he transforms into his alter ego, the one and only...CAT NOIR!

Kind • Discreet • Reserved

CAT NOIR

Cat Noir is liberated, confident, and strong, and is in love with Ladybug and he sometimes tries a little too hard to impress her.

Whenever he summons his super power of "Cataclysm," his ring becomes energized, and allows him visit calamity and mayhem on any and all he touches: If he touches a car, it crumbles to bits; If he touches a person they might suddenly lose all their teeth.

One thing Cat Noir knows is that once this power is activated and used, he only has 5 minutes before his ring begins to flash, and the pads on his paws start to disappear one by one, and his confidence and freedom suddenly goes away, and he changes back into... Adrien.

Liberated • Fun Loving • Confident





Adrien Agreste





Eye Shading / Stripe

C56/M22/Y98/K72
PMS 574C



Stripe / Eyes

C54/M0/Y100/K0
PMS 376C



Mouth

C22/M74/Y38/K47
PMS 4985C



Tongue

Co/M37/Y2/K0
PMS 203C



Shirt Stripe #1

Co/M3/Y97/K0
PMS 803C



Shirt Stripe #2

C56/M22/Y98/K72
PMS 574C



Shirt Stripe #3

C54/M0/Y100/K0
PMS 376C



Shirt Stripe #4

C68/M35/Y17/K40
PMS 5405C



Shirt Stripe #5

C49/M44/Y0/K0
PMS 271C



Bag

C66/M24/Y43/K66
PMS 5477C



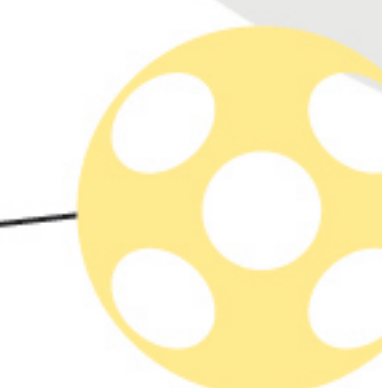
Bag Straps

C48/M8/Y34/K20
PMS 624C



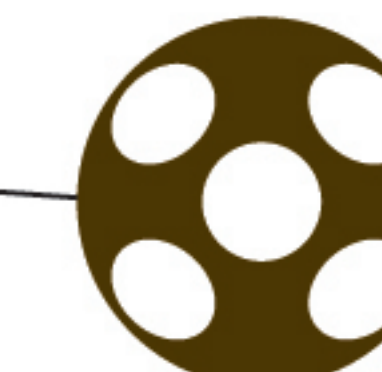
Hair

Co/M6/Y53/K0
PMS 1215C



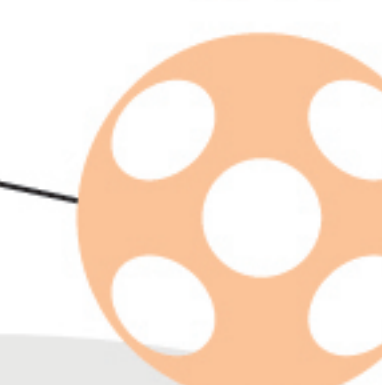
Belt / Eyebrows

C24/M42/Y91/K75
PMS 4485C



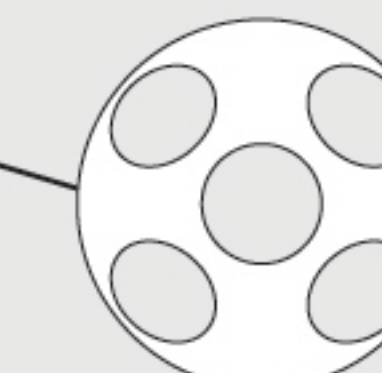
Skin / Belt Buckle

Co/M27/Y40/K0
PMS 713C



Outer Shirt

Co/M0/Y0/K0
WHITE



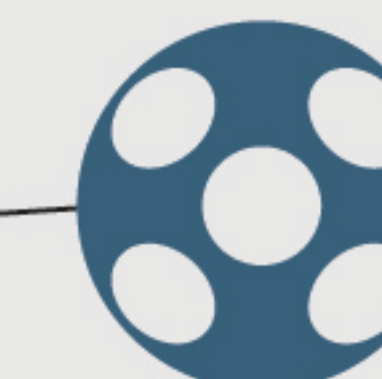
T-shirt

C63/M62/Y59/K94
PMS Black C



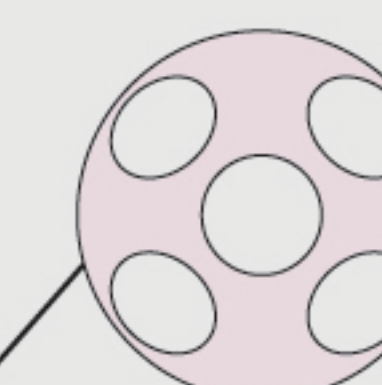
Jeans / Stripe

C68/M35/Y17/K40
PMS 5405C



Laces

C3/M10/Y3/K5
PMS 5245C



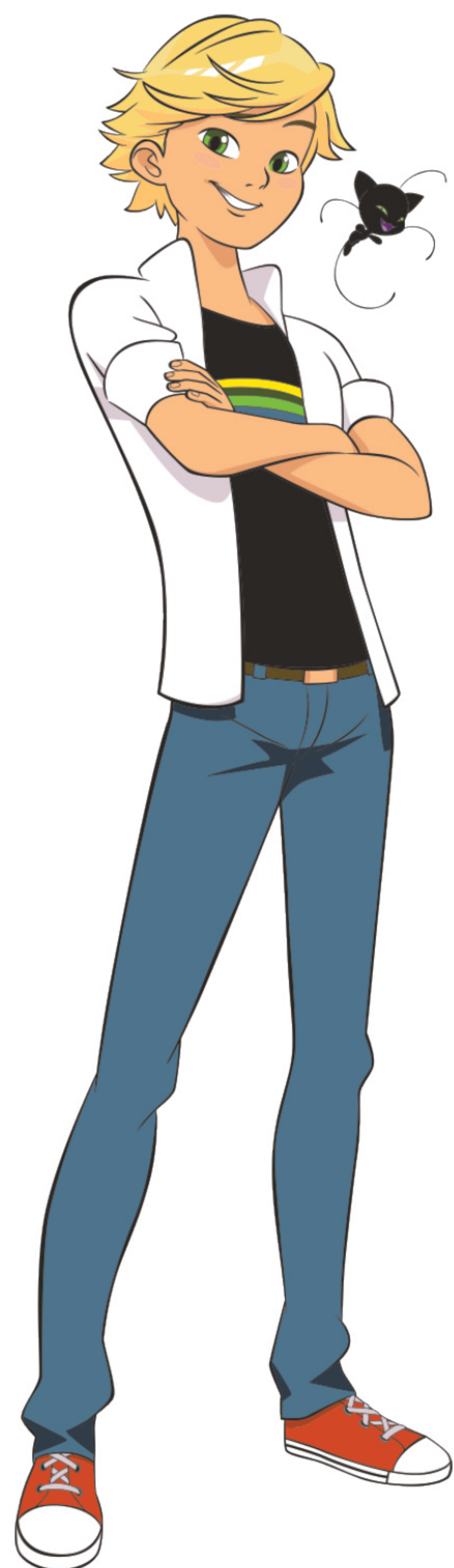
Shoes

Co/M82/Y94/K2
PMS 173C

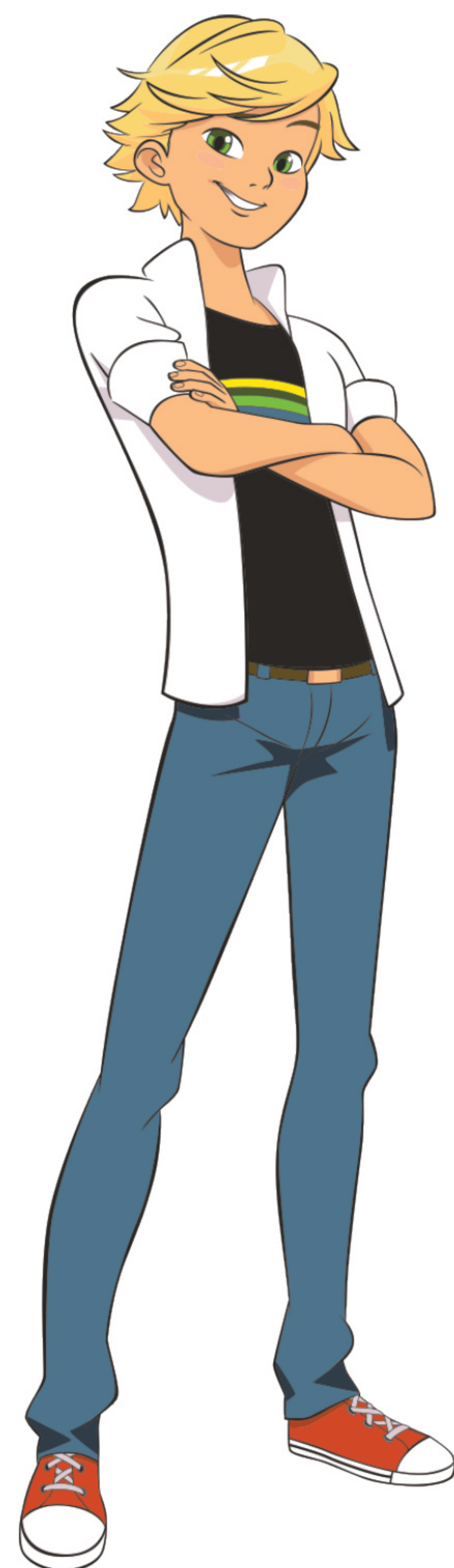




MIR_3D_AD_06.psd



MIR_VECTOR_FULL_AD_01A.ai



MIR_VECTOR_FULL_AD_01B.ai



MIR_VECTOR_FULL_AD_02.ai



MIR_VECTOR_FULL_AD_03.ai



MIR_VECTOR_FULL_AD_04.ai



MIR_VECTOR_FULL_AD_05A.ai



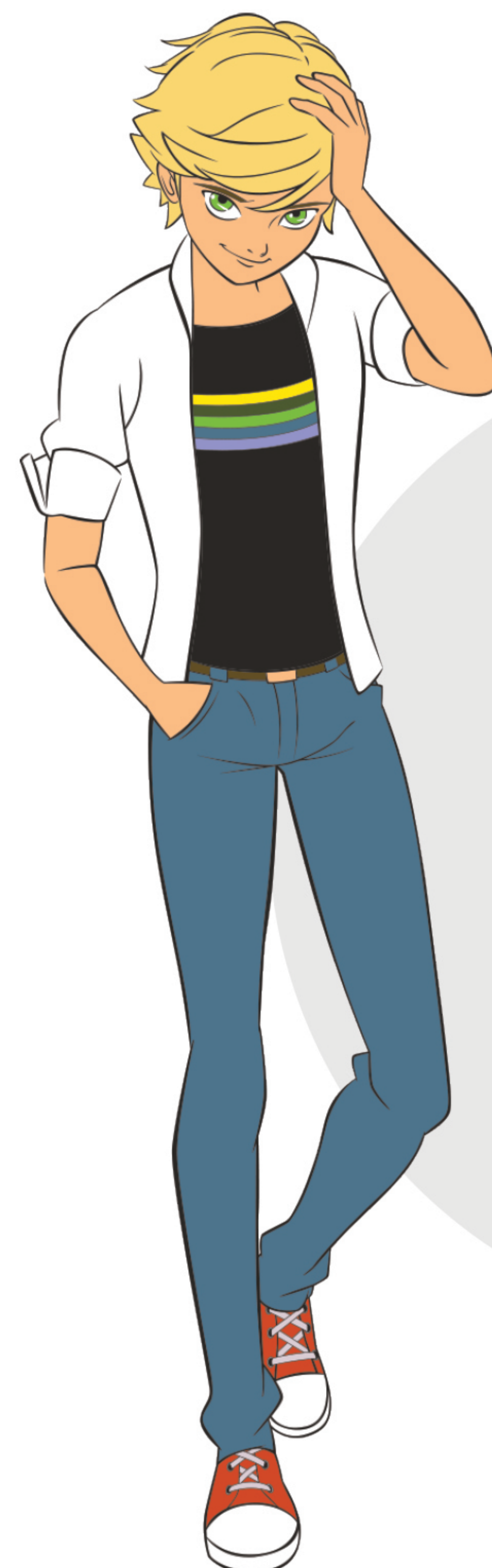
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MIR_VECTOR_FLAT_AD_01A.ai



MIR_VECTOR_FLAT_AD_01B.ai



MIR_VECTOR_FLAT_AD_02.ai



MIR_VECTOR_FLAT_AD_03.ai



MIR_VECTOR_FLAT_AD_o4.ai



MIR_VECTOR_FLAT_AD_o5A.ai



MIR_VECTOR_FLAT_AD_o5B.ai



MIR_VECTOR_LINE_AD_01A.ai



MIR_VECTOR_LINE_AD_01B.ai



MIR_VECTOR_LINE_AD_02.ai



MIR_VECTOR_LINE_AD_03.ai



MIR_VECTOR_LINE_AD_04.ai



MIR_VECTOR_LINE_AD_05A.ai



MIR_VECTOR_LINE_AD_05B.ai



MIR_VECTOR_SILH_AD_01A.ai



MIR_VECTOR_SILH_AD_01B.ai



MIR_VECTOR_SILH_AD_02.ai



MIR_VECTOR_SILH_AD_03.ai



MIR_VECTOR_SILH_AD_04.ai



MIR_VECTOR_SILH_AD_05A.ai

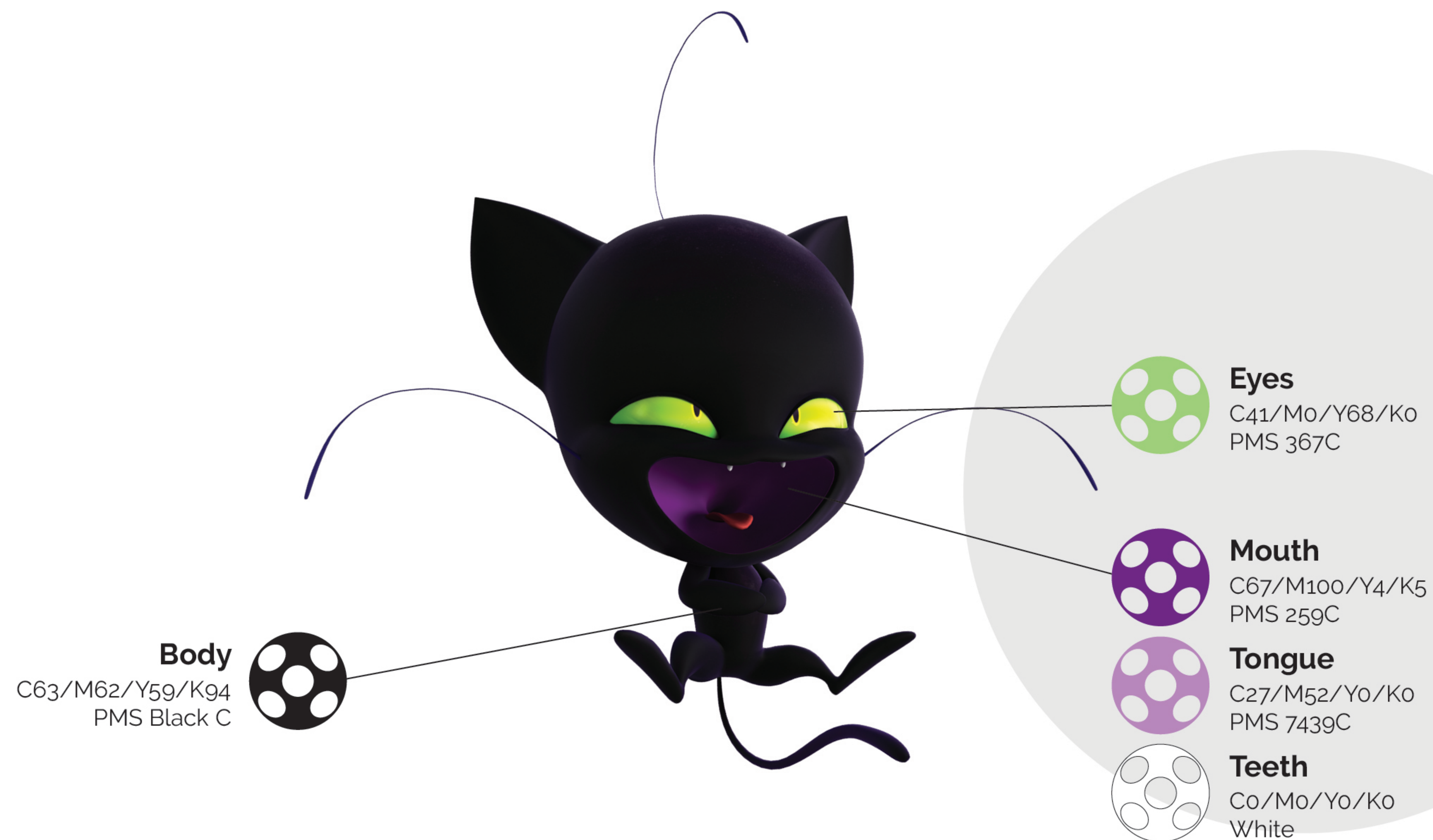


MIR_VECTOR_SILH_AD_05B.ai



Plagg







MIR_3D_PL_01.psd



MIR_3D_PL_02.psd



MIR_3D_PL_03.psd



MIR_3D_PL_04.psd



MIR_3D_PL_05.psd



MIR_VECTOR_FULL_PL_01.ai



MIR_VECTOR_FULL_PL_02.ai



MIR_VECTOR_FULL_PL_03.ai



MIR_VECTOR_FLAT_PL_01.ai



MIR_VECTOR_FLAT_PL_02.ai



MIR_VECTOR_FLAT_PL_03.ai



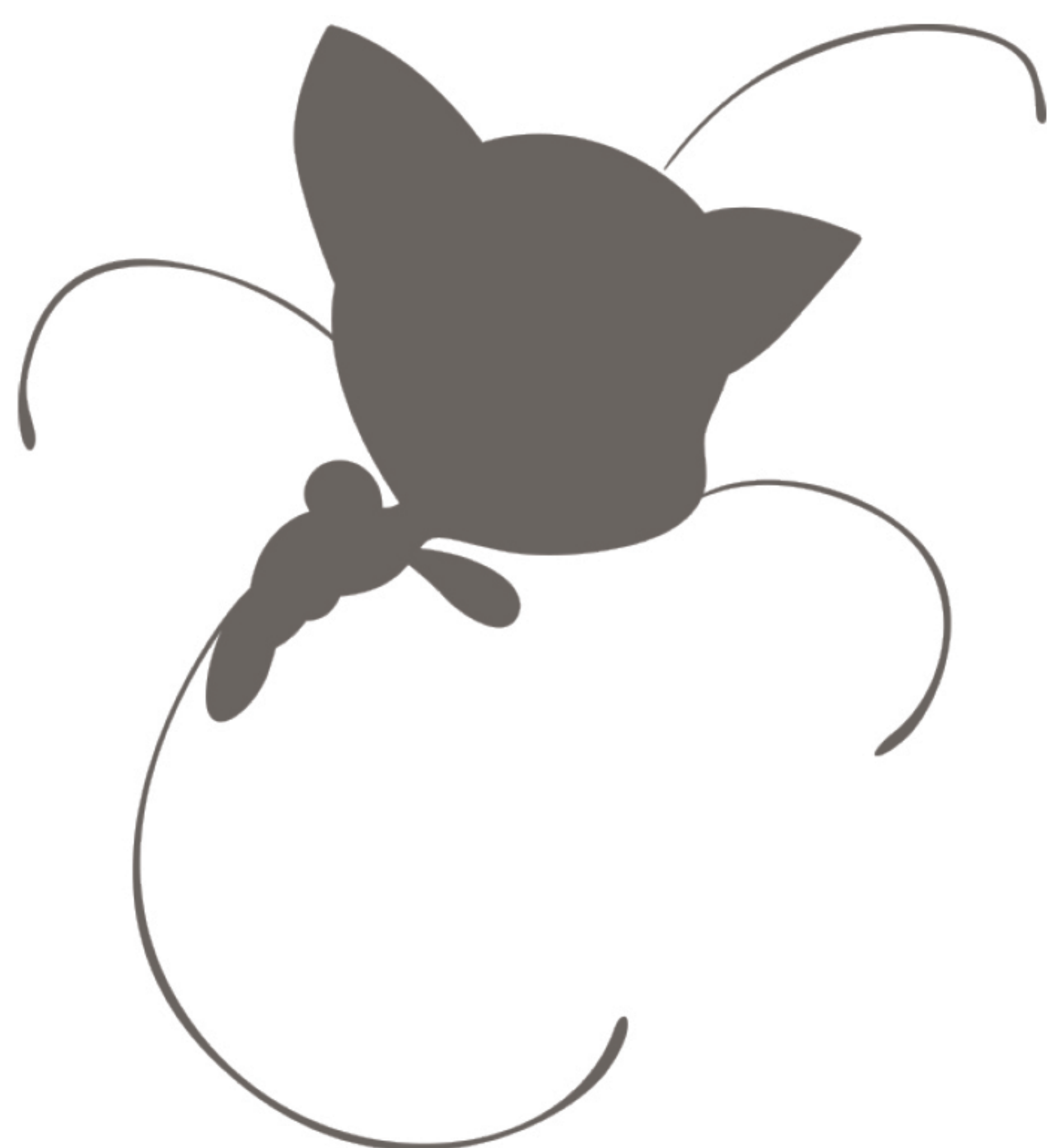
MIR_VECTOR_LINE_PL_01.ai



MIR_VECTOR_LINE_PL_02.ai



MIR_VECTOR_LINE_PL_03.ai



MIR_VECTOR_SILH_PL_01.ai



MIR_VECTOR_SILH_PL_02.ai



MIR_VECTOR_SILH_PL_03.ai



Cat Noir



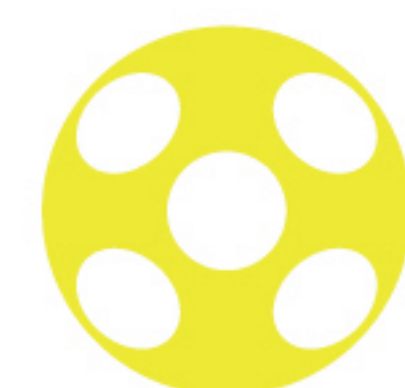


COLOR **BREAKDOWN**

CAT NOIR

Inner Eyes

C9/M0/Y90/K0
PMS 395C



Eyes

C54/M0/Y100/K0
PMS 376C



Mouth

C22/M74/Y38/K47
PMS 4985C



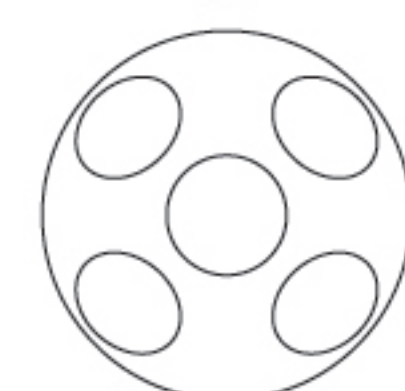
Tongue

C0/M37/Y2/K0
PMS 203C



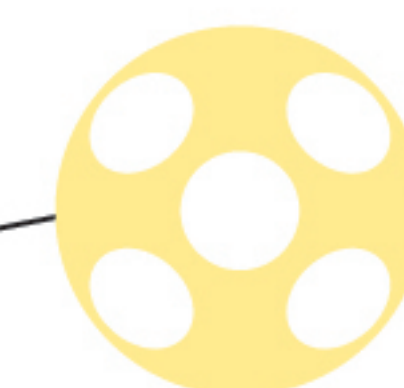
Teeth

C0/M0/Y0/K0
WHITE



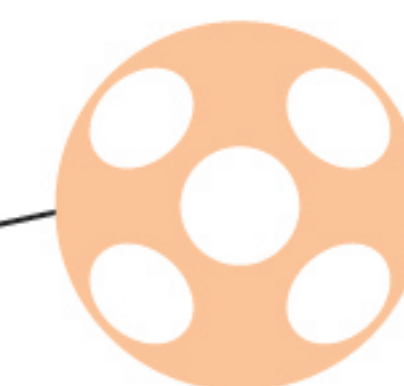
Hair

C0/M6/Y53/K0
PMS 1215C



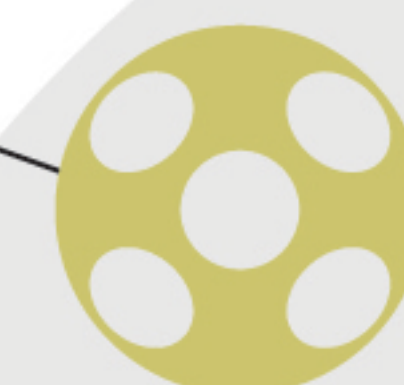
Skin

C0/M27/Y40/K0
PMS 713C



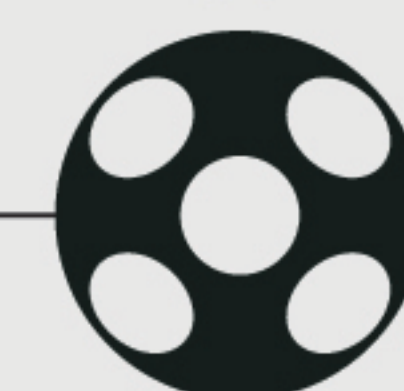
Bell

C11/M6/Y64/K13
PMS 617C



Suit

C50/M30/Y40/K90
PMS 447C



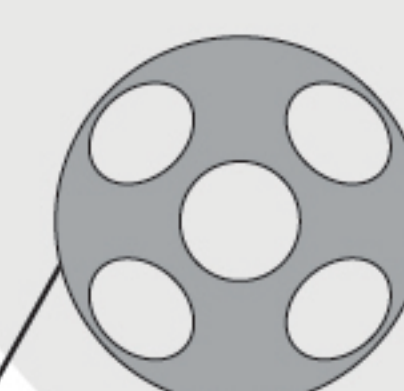
Suit

C63/M62/Y59/K94
PMS Black C



Boot Toe / Belt Tip

C16/M11/Y11/K27
PMS CG 6C





MIR_3D_CN_04.psd



MIR_3D_CN_09.psd



MIR_3D_CN_11.psd



MIR_3D_CN_12.psd



MIR_3D_CN_13.psd



MIR_3D_CN_14.psd



MIR_3D_CN_15.psd



FULL COLOR **VECTOR**
CAT NOIR



MIR_VECTOR_FULL_CN_02.ai



MIR_VECTOR_FULL_CN_03.ai



MIR_VECTOR_FULL_CN_o4.ai



MIR_VECTOR_FULL_CN_o5.ai



MIR_VECTOR_FULL_CN_o6.ai



MIR_VECTOR_FULL_CN_07.ai



MIR_VECTOR_FULL_CN_09.ai



MIR_VECTOR_FULL_CN_10.ai



MIR_VECTOR_FLAT_CN_02.ai



MIR_VECTOR_FLAT_CN_03.ai



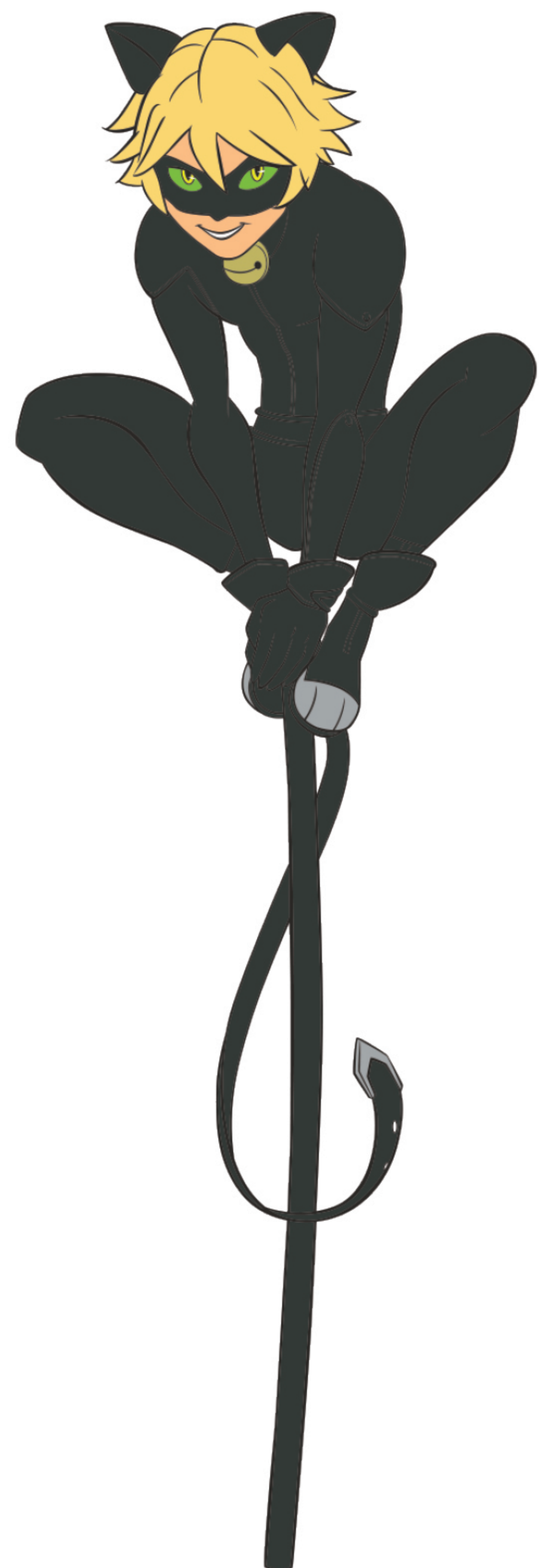
MIR_VECTOR_FLAT_CN_04.ai



MIR_VECTOR_FLAT_CN_05.ai



MIR_VECTOR_FLAT_CN_06.ai



MIR_VECTOR_FLAT_CN_07.ai



MIR_VECTOR_FLAT_CN_09.ai



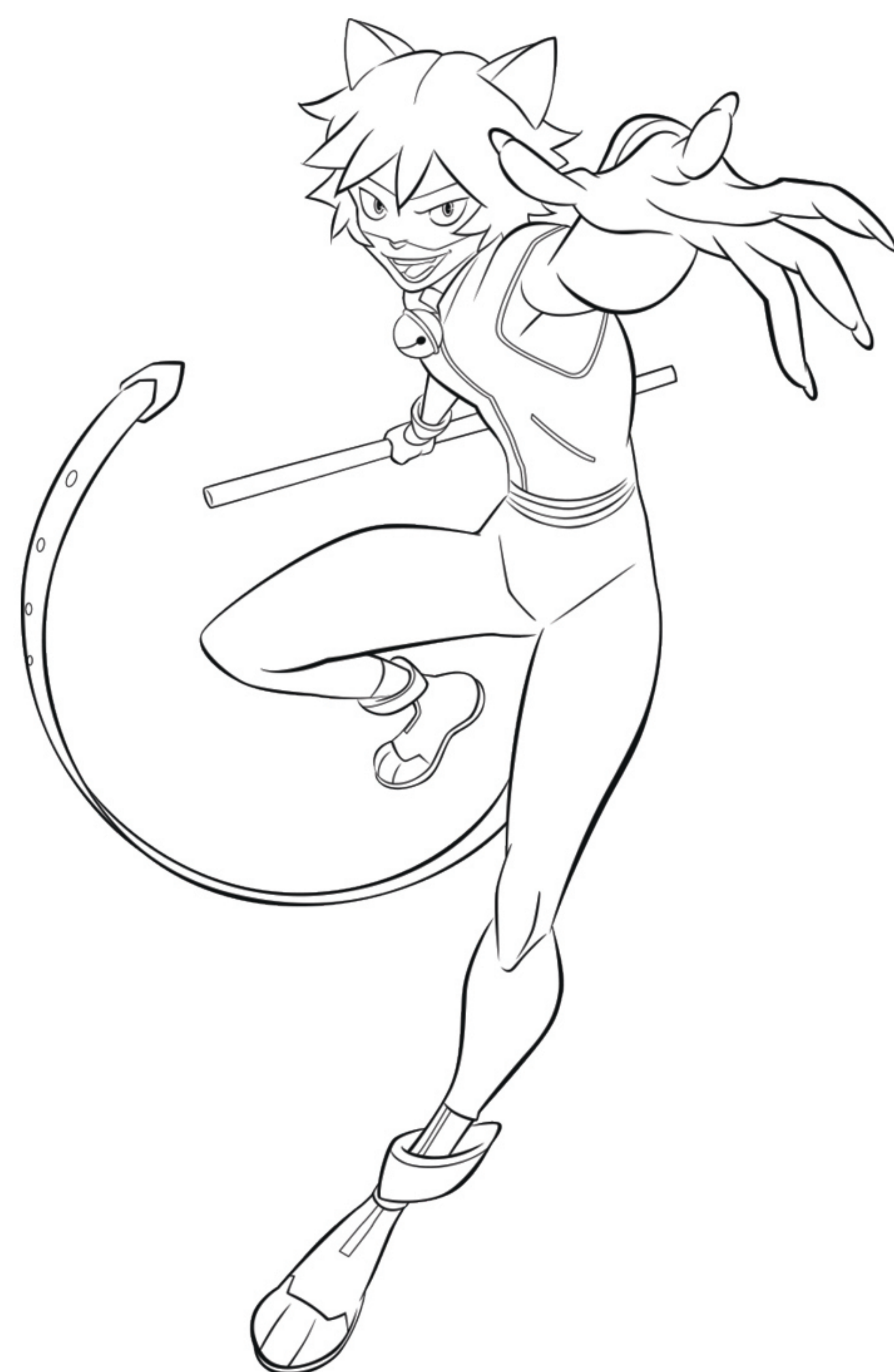
MIR_VECTOR_FLAT_CN_10.ai



MIR_VECTOR_LINE_CN_02.ai



MIR_VECTOR_LINE_CN_03.ai



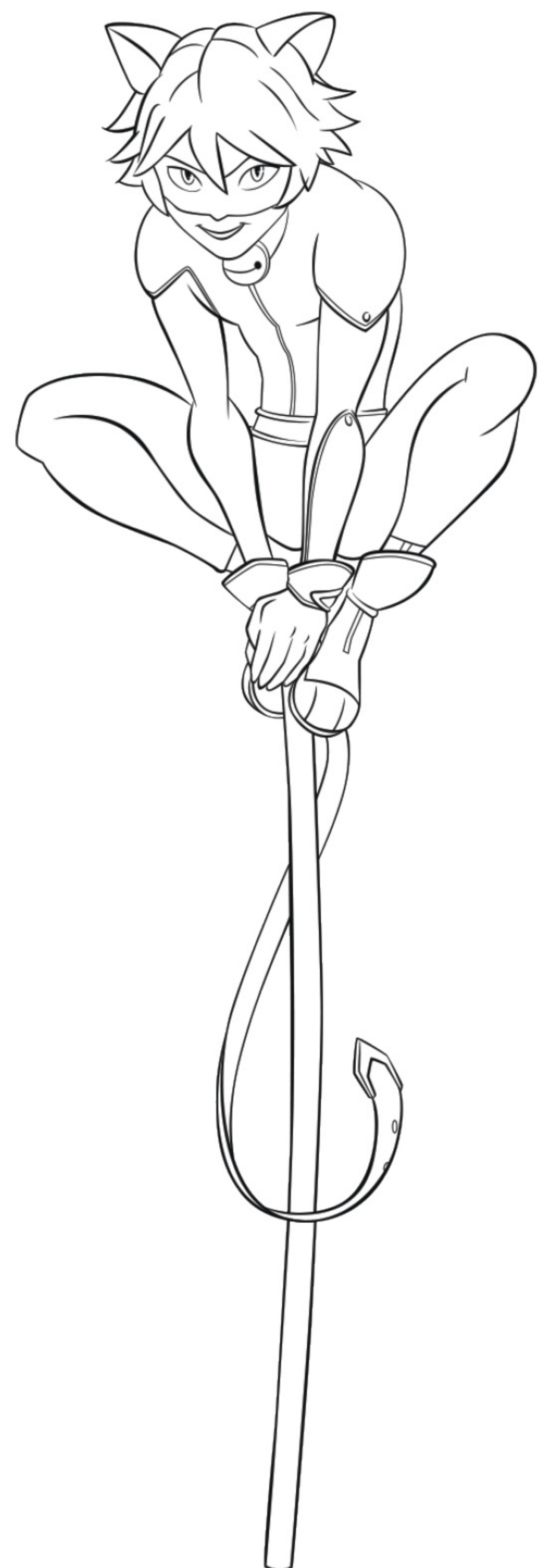
MIR_VECTOR_LINE_CN_04.ai



MIR_VECTOR_LINE_CN_05.ai



MIR_VECTOR_LINE_CN_06.ai



MIR_VECTOR_LINE_CN_07.ai



MIR_VECTOR_LINE_CN_09.ai



MIR_VECTOR_LINE_CN_10.ai



MIR_VECTOR_SILH_CN_02.ai



MIR_VECTOR_SILH_CN_03.ai



MIR_VECTOR_SILH_CN_04.ai



MIR_VECTOR_SILH_CN_07.ai



MIR_VECTOR_SILH_CN_05.ai



MIR_VECTOR_SILH_CN_06.ai



MIR_VECTOR_SILH_CN_09.ai



ALYA CESAIRE IS RENA ROUGE

ALYA

The funny and whip-smart, Alya Cesaire is candid, straight to the point and always ready to defend an underdog, no matter how strong the opponent.

She is also best friend to Marinette – but even with her smarts, she has no idea that Marinette is the alter ego of– Ladybug!

A budding news reporter, Alya runs the Jr. High School newspaper, and is author of 'The Ladyblog', a popular blog dedicated to Ladybug. However, during the course of her investigations, Alya often gets a little too close to the truth, and nearly jeopardizes her best friend's identity.

Her ultimate goal is to obtain an exclusive interview with Ladybug, (but she wouldn't mind getting a scoop on Cat Noir because he's so cute.)

Inquisitive • Candid • No Nonsense • Intolerant of Injustice

RENA ROUGE

After being presented with the Fox Miraculous by Ladybug, Alya becomes Rena Rouge. Immediately very comfortable with her new role as a superhero, Alya, the superhero specialist, lives the absolute dream fighting villains alongside Ladybug and Cat Noir.

Armed with her power of illusion, Rena Rouge can conjure up anything she imagines. But only one thing at a time and for a limited period.





Eyes
C14/M36/Y95/K46
PMS 1265C



Lips
C8/M62/Y54/K16
PMS 7522C



Shirt
C56/M59/Y4/K14
PMS 667C



Shirt
C7/M45/Y66/K18
PMS 729C



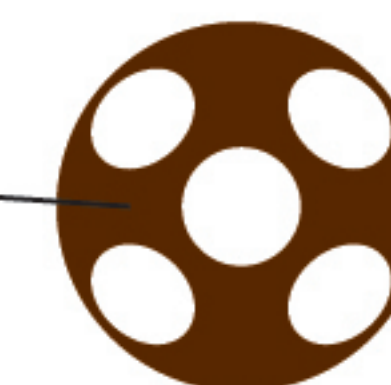
Shirt
Co/M69/Y85/K24
PMS 7592C



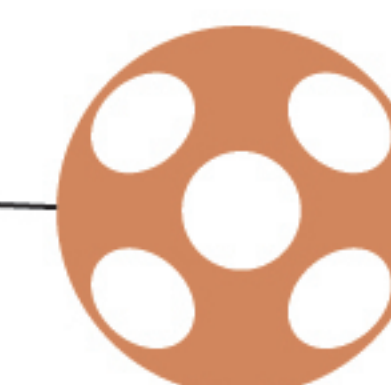
Shirt
C16/M23/Y23/K44
PMS WG 7C



Hair / Eyebrows
C16/M67/Y100/K71
PMS 161C



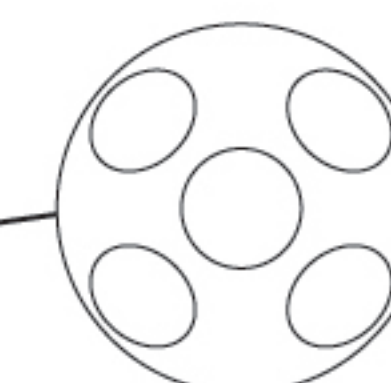
Skin
C17/M54/Y68/K0
PMS 7591C



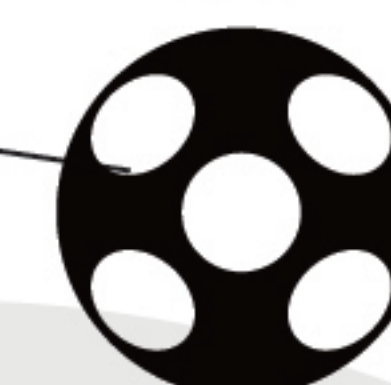
Trousers
C58/M26/Y2/K5
PMS 652 C



Shoe Stripe
Co/Mo/Yo/K0
White



Shoes / Glasses
C63/M62/Y59/K94
PMS Black C





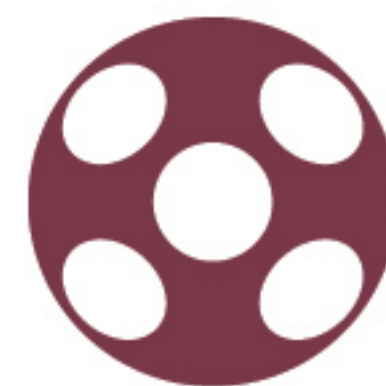
COLOR **BREAKDOWN**

RENA ROUGE

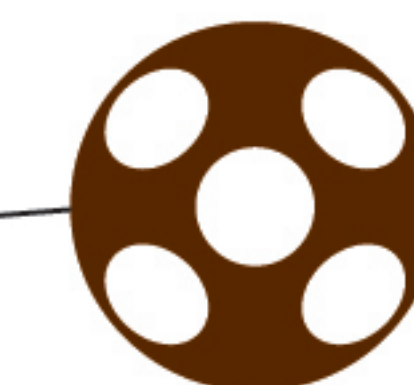
Lips
C9/M83/Y100/K46
PMS 7526C



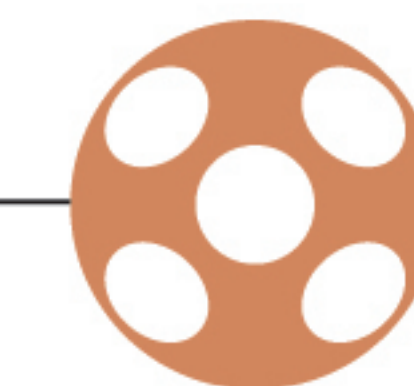
Mouth
C22/M74/Y38/K47
PMS 4985C



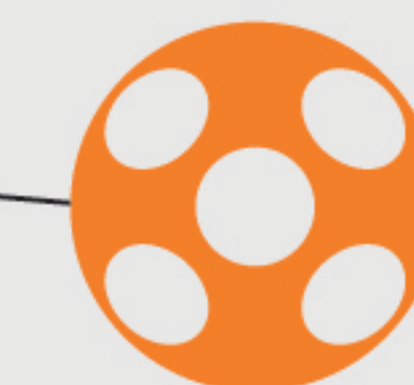
Tongue
Co/M37/Y2/K0
PMS 203C



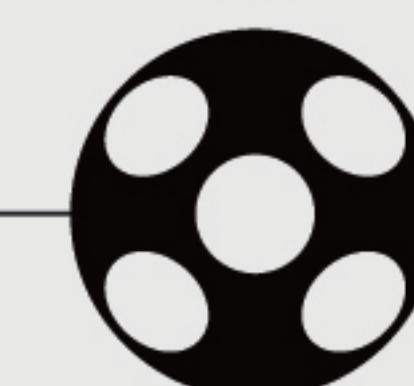
Hair
C21/M93/Y88/K50
PMS 181C



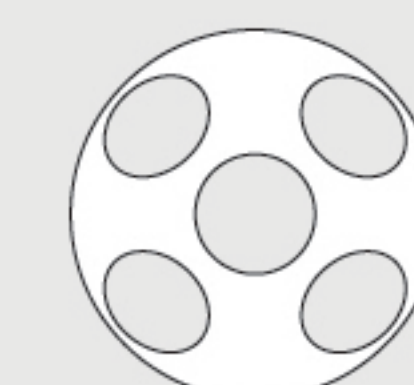
Skin / Eyes
C17/M54/Y68/K0
PMS 7591C



Body
Co/M62/Y95/K0
PMS 158C



Costume
C63/M62/Y59/K94
PMS Black C



Costume
Co/M0/Y0/K0
White



MIR_3D_AL_01.psd



MIR_3D_RR_01.psd



MIR_3D_RR_02.psd



MIR_3D_RR_03.psd



MIR_3D_RR_04.psd



MIR_3D_RR_05.psd



MIR_VECTOR_FULL_RR_01.ai



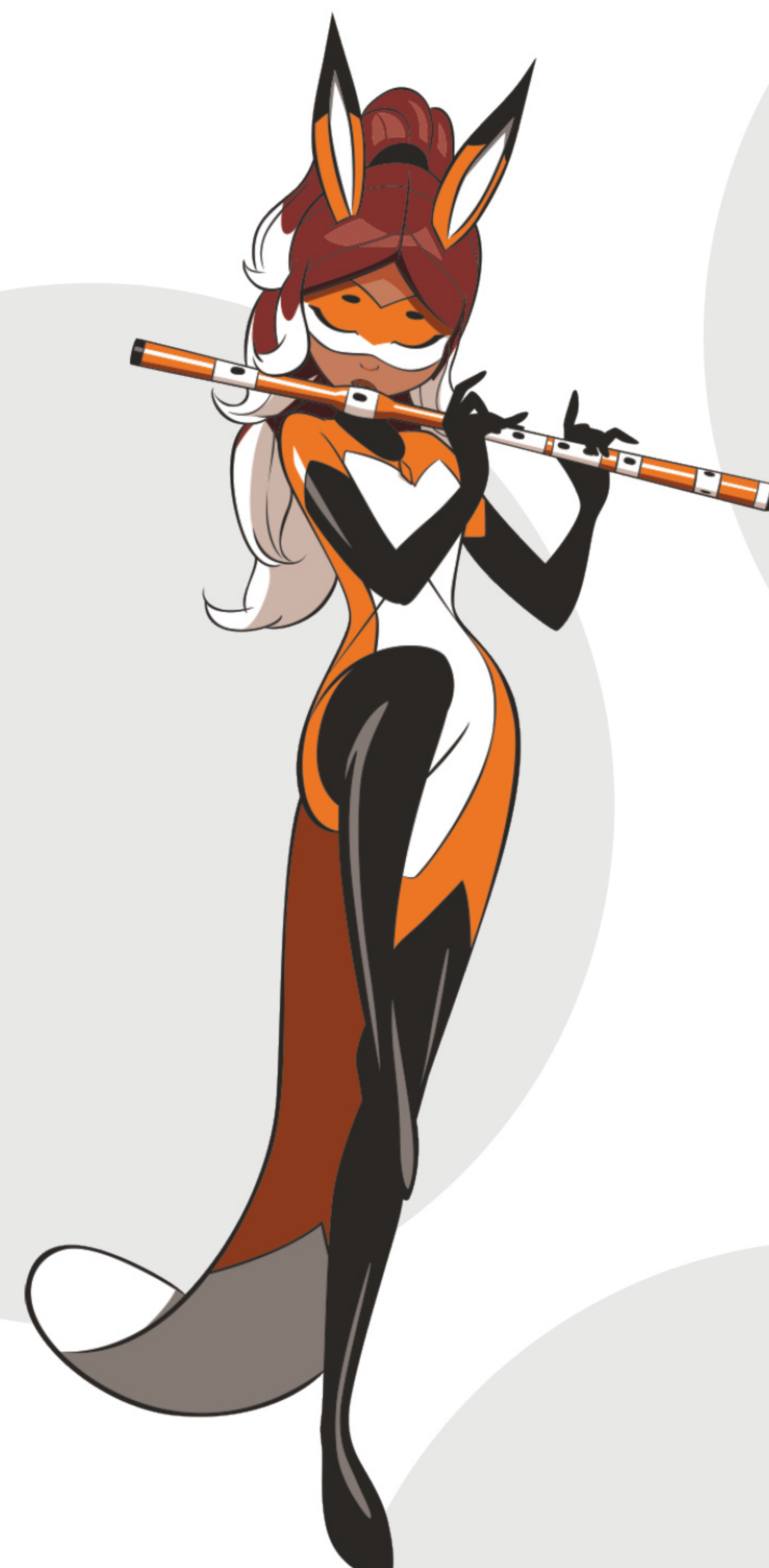
MIR_VECTOR_FULL_RR_02.ai



MIR_VECTOR_FULL_RR_03.ai



MIR_VECTOR_FULL_RR_04.ai



MIR_VECTOR_FULL_RR_05.ai



MIR_VECTOR_FLAT_RR_01.ai



MIR_VECTOR_FLAT_RR_02.ai



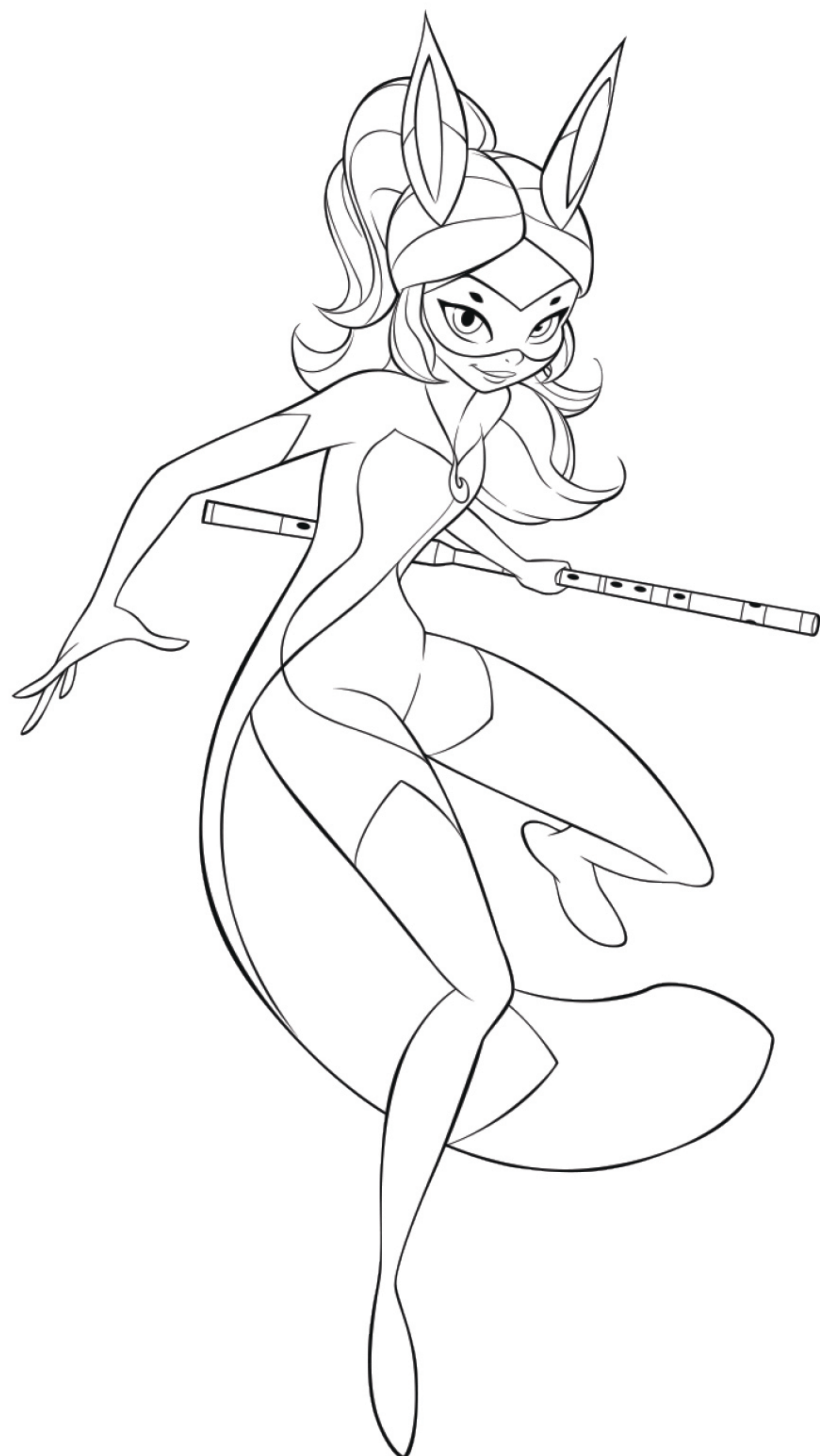
MIR_VECTOR_FLAT_RR_03.ai



MIR_VECTOR_FLAT_RR_04.ai



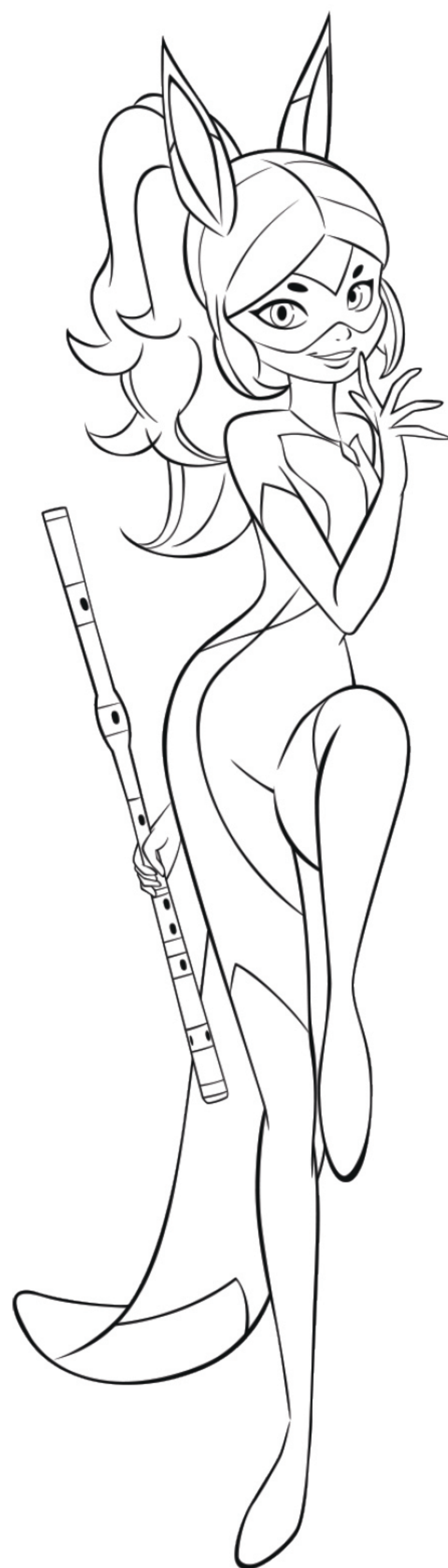
MIR_VECTOR_FLAT_RR_05.ai



MIR_VECTOR_LINE_RR_01.ai



MIR_VECTOR_LINE_RR_02.ai



MIR_VECTOR_LINE_RR_03.ai



MIR_VECTOR_LINE_RR_04.ai



MIR_VECTOR_LINE_RR_05.ai



MIR_VECTOR_SILH_RR_01.ai



MIR_VECTOR_SILH_RR_03.ai



MIR_VECTOR_SILH_RR_04.ai

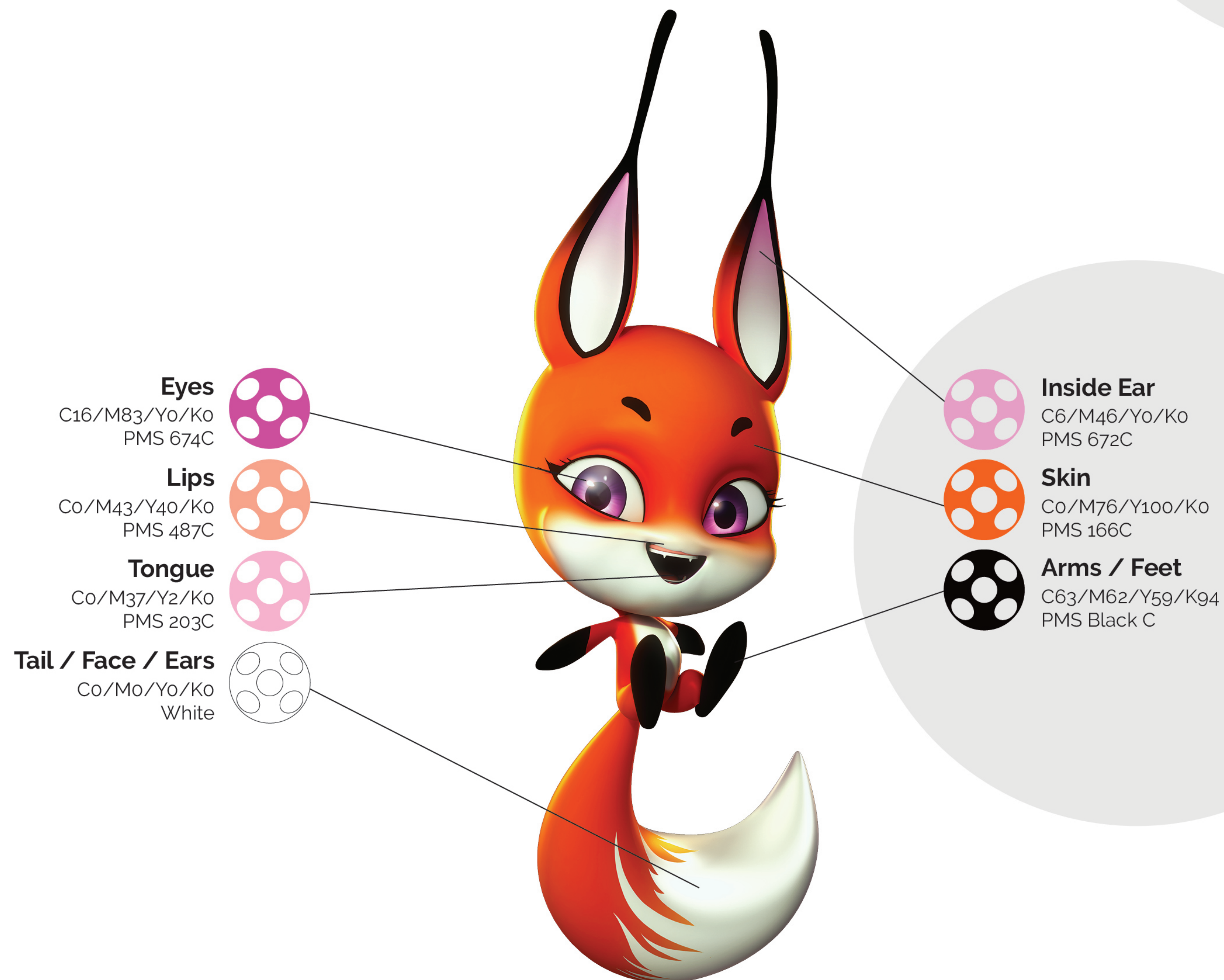


MIR_VECTOR_SILH_RR_05.ai



Trixx







MIR_3D_TR_01.psd



MIR_3D_TR_02.psd



MIR_VECTOR_FULL_TR_01.ai



MIR_VECTOR_FULL_TR_02.ai



MIR_VECTOR_FLAT_TR_01.ai



MIR_VECTOR_FLAT_TR_02.ai



MIR_VECTOR_LINE_TR_01.ai



MIR_VECTOR_LINE_TR_02.ai



MIR_VECTOR_SILH_TR_01.ai



MIR_VECTOR_SILH_TR_02.ai



CHLOÉ BOURGEOIS IS QUEEN BEE

CHLOÉ

Daughter to the mayor of Paris, rich girl Chloe is the queen bee-mean girl of junior high (albeit a queen with a solitary drone, her only friend, Sabrina Raincomprix.)

Chloe is wealthy, shallow, and cute to boot, and often-times, she's an outright witch, going out of her way to make others feel the weight of her haughty superiority.

She is expert at wielding her social status to get what she wants, but money can't buy her the thing she most wants: to have Adrien fall head over heels for her. To further frustrate her, Chloe suspects that Marinette is crushing on Adrien, so she goes out of her way to try to keep Marinette and Adrien apart. The two are true frenemies.

If only Chloe knew that it's her rival, Marinette who lives the double life of the superhero she most admires!

• **Superficial** • **Spoiled** • **Snobbish** • **Self Centered**

QUEEN BEE

A lifelong fan of Ladybug, Chloe has always dreamed of being a superhero. As such, the day she finds herself in possession of the Bee Miraculous because of a mistake on Ladybug's part is the best day of her life. But Chloe is still Chloe. As soon as she becomes Queen Bee, instead of keeping her identity secret, she's quick to tell the whole of Paris that it's her, Chloe Bourgeois, the new superhero and Ladybug and Cat Noir's ally.

Of course, revealing her identity gives Hawk Moth the perfect opportunity to manipulate Chloe, to try and finally seize Ladybug and Cat Noir's Miraculous. Once she's become Queen Bee, Chloe is more interested in her looks than in fully embracing her role as a superhero. Which, of course, leads to disastrous situations...

Armed with her magic stinger, Queen Bee has the ability to paralyze all her opponents for a limited time.





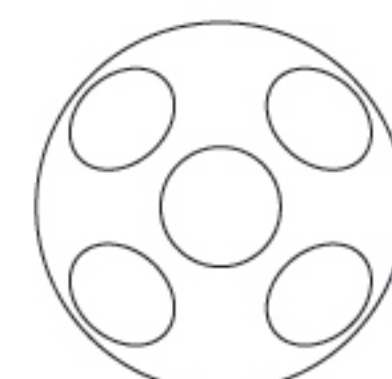
Eyes / Necklace

C6g/M19/Y4/K0
PMS 7688C



Eyes

Co/M0/Y0/K0
White



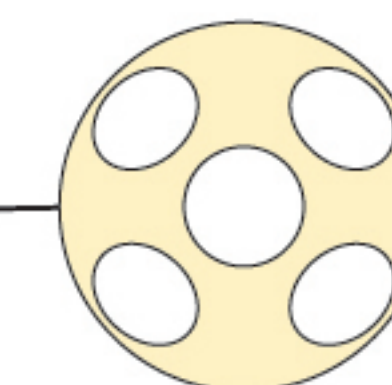
Lips

Co/M42/Y18/K0
PMS 1765C



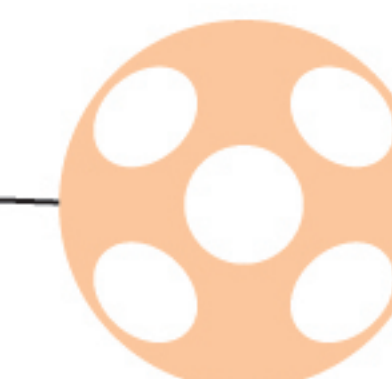
Hair

Co/M4/Y27/K0
PMS 7401C



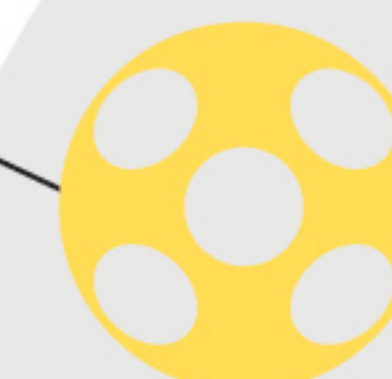
Skin

Co/M25/Y38/K0
PMS 2437C



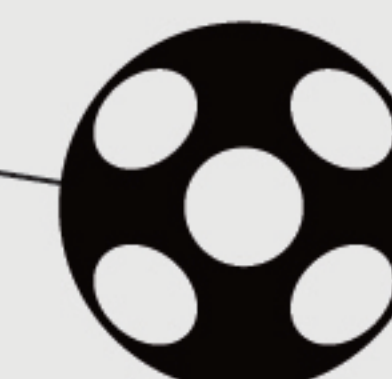
Sweater / Jacket / Purse

Co/M11/Y78/K0
PMS 129C



T-shirt / Purse / Shoe

C63/M62/Y59/K94
PMS Black C



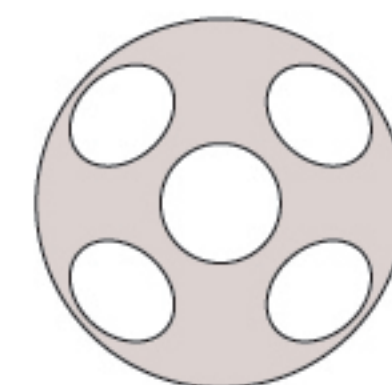
Belt

C12/M8/Y9/K23
PMS CG 4C



Trousers

N/A
PMS 9225C



Shoes / Glasses / Purse

N/A
PMS 9060C





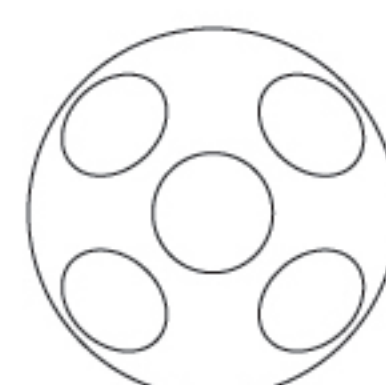
COLOR **BREAKDOWN**

QUEEN BEE

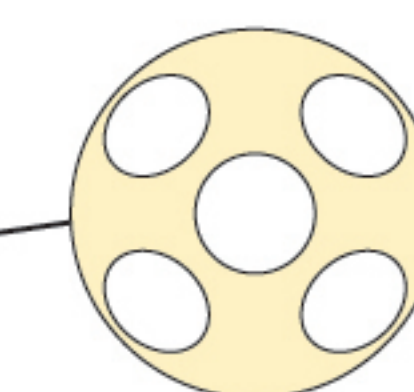
Eyes
C69/M19/Y4/K0
PMS 7688C



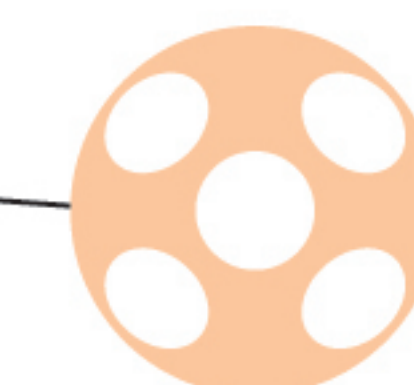
Eyes
Co/Mo/Yo/Ko
White



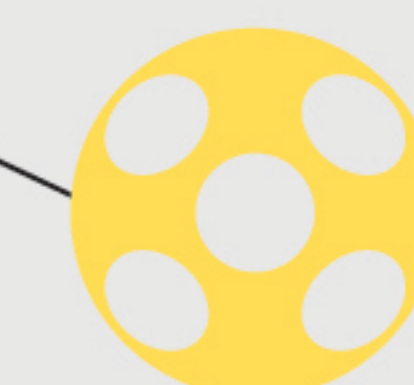
Lips
Co/M42/Y18/K0
PMS 1765C



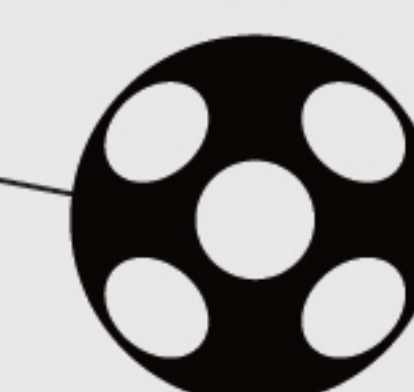
Hair
Co/M4/Y27/K0
PMS 7401C



Skin
Co/M25/Y38/K0
PMS 2437C



Body
Co/M11/Y78/K0
PMS 129C



Costume / Mask
C63/M62/Y59/K94
PMS Black C





MIR_3D_CH_01.psd



MIR_3D_QB_05.psd



MIR_VECTOR_FULL_QB_01.ai



MIR_VECTOR_FULL_QB_04.ai



MIR_VECTOR_FULL_QB_05.ai



MIR_VECTOR_FLAT_QB_01.ai



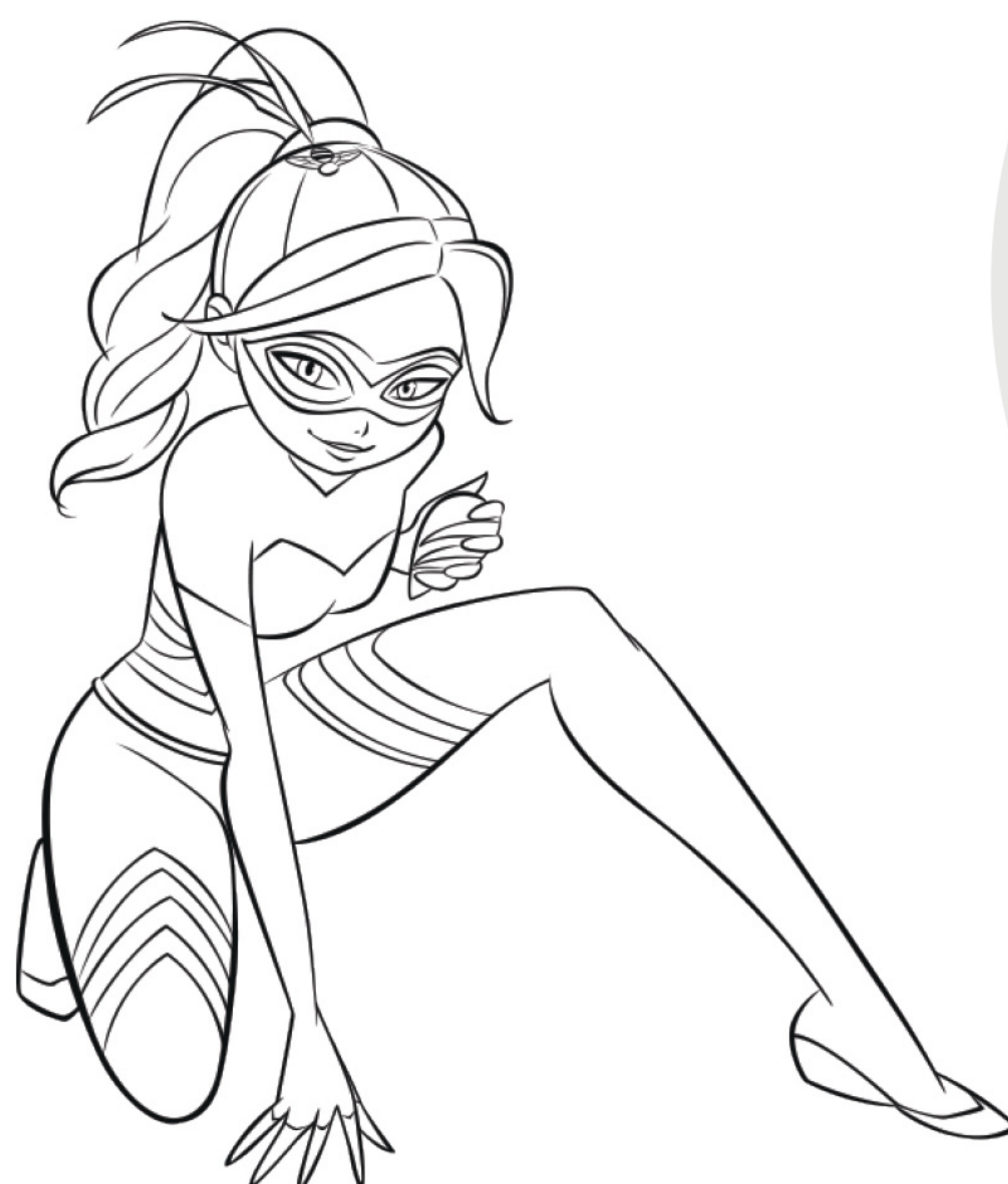
MIR_VECTOR_FLAT_QB_04.ai



MIR_VECTOR_FLAT_QB_05.ai



MIR_VECTOR_LINE_QB_01.ai



MIR_VECTOR_LINE_QB_04.ai



MIR_VECTOR_LINE_QB_05.ai



MIR_VECTOR_SILH_QB_01.ai



MIR_VECTOR_SILH_QB_04.ai



MIR_VECTOR_SILH_QB_05.ai



POLLEN

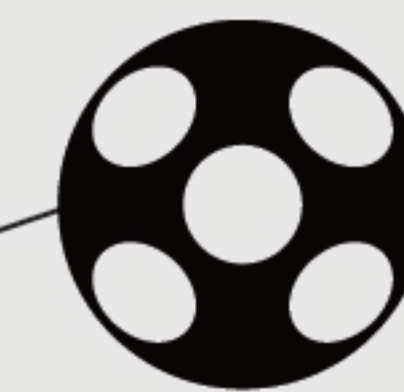
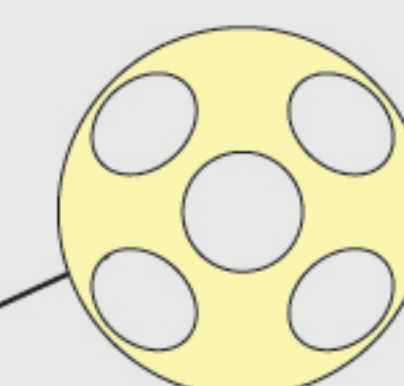
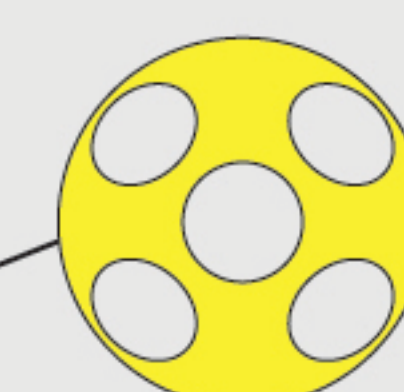
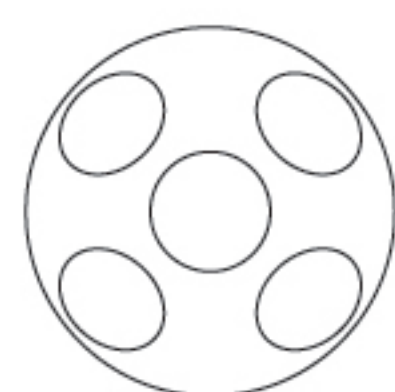




Outer Eye
C88/M50/Y0/K0
PMS 660C

Inner Eye
Co/M24/Y78/K0
PMS 142C

Eyes
Co/M0/Y0/K0
White



Face
C3/M0/Y90/K0
PMS 3945C

Body
C2/M0/Y39/K0
PMS 600C

Body / Wings
C63/M62/Y59/K94
PMS Black C



MIR_3D_PO_01.psd



MIR_3D_PO_02.psd



VECTOR
FULL COLOUR / FLAT COLOUR
POLLEN



MIR_VECTOR_FULL_PO_01.ai



MIR_VECTOR_FULL_PO_02.ai



MIR_VECTOR_FLAT_PO_01.ai



MIR_VECTOR_FLAT_PO_02.ai



MIR_VECTOR_LINE_PO_01.ai



MIR_VECTOR_LINE_PO_02.ai



MIR_VECTOR_SILH_PO_01.ai



MIR_VECTOR_SILH_PO_02.ai



NINO *IS* **CARAPACE**

Cool and positive, Nino Lahiffe is Adrien's best friend and the complete yin to Adrien's yang – making him the perfect bud. Nino is a bit of a techie, and can often be spotted using his phone to film events – and he's so much into music he spends his spare time as a DJ.

• Cool • Positive • Considerate





Glasses
C63/M62/Y59/K94
PMS Black C



Eyes
C6/M35/Y99/K18
PMS 1245 C



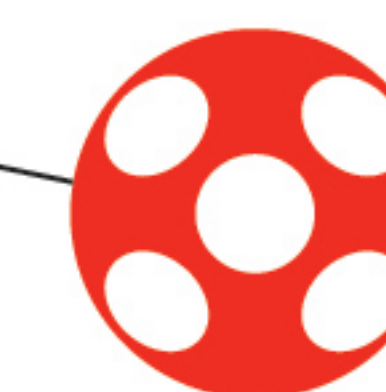
Lips
C5/M52/Y100/K24
PMS 7511C



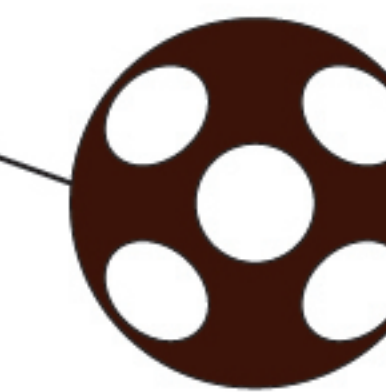
Mouth
C17/M82/Y42/K40
PMS 696C



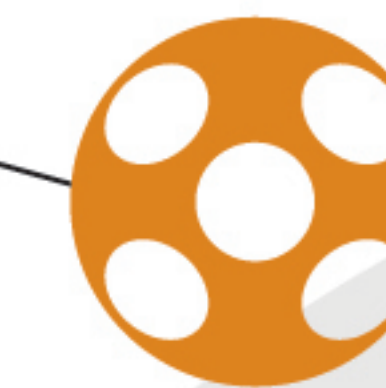
Tongue
Co/M30/Y2/K0
PMS 1895C



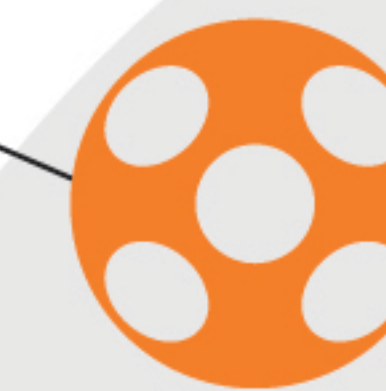
Hat / Shoes
Co/M95/Y100/K0
PMS 485C



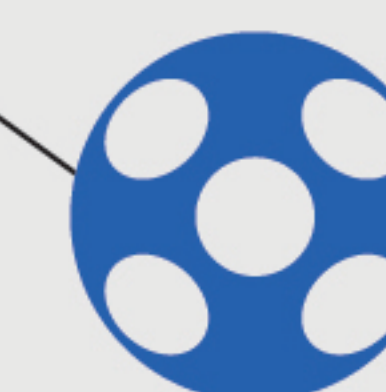
Hair / Eyebrows / Belt
C30/M72/Y74/K80
PMS 4625C



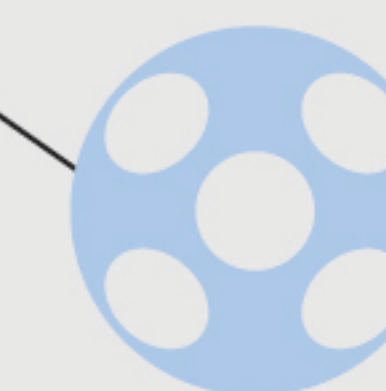
Skin
C4/M53/Y100/K8
PMS 145C



Headphones
Co/M62/Y95/K0
PMS 158C



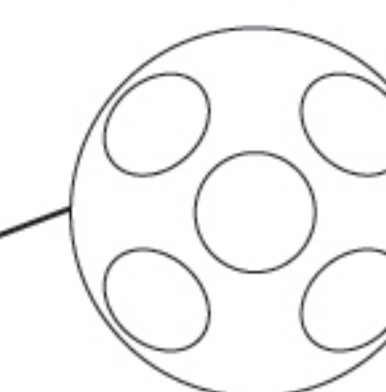
T-shirt / Headphones / Wristband
C90/M66/Y0/K0
PMS 7455C



T-shirt Logo
C30/M13/Y0/K0
PMS 2708C



Trousers
C58/M32/Y18/K54
PMS 7545C



Shoes
Co/M0/Y0/K0
White



Wristband
Co/M11/Y78/K0
PMS 129C



Wristband
C90/M66/Y0/K0
PMS 7455C



Wristband
C1/M83/Y85/K0
PMS 7417C



Wristband
C9/M55/Y0/K0
PMS 673C

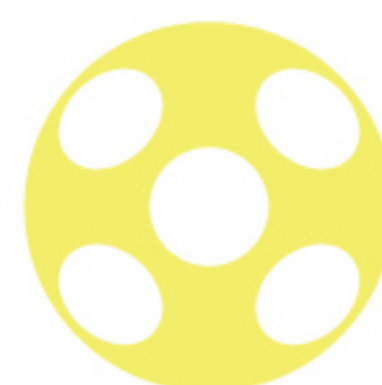


Wristband
C21/M0/Y89/K0
PMS 584C





Stripe
C6/M0/Y72/K0
PMS 394C



Stripe
Co/M79/Y100/K0
PMS 1665C



Under Hood
N/A
PMS 8321C



Mouth
C17/M82/Y42/K40
PMS 696C

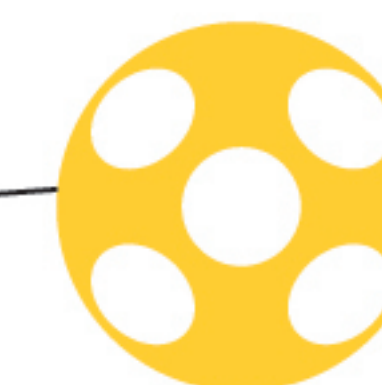


Tongue
Co/M30/Y2/K0
PMS 1895C



Eyes

Co/M19/Y89/K0
PMS 123C



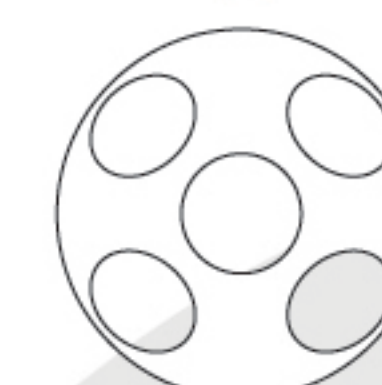
Eyes Outer

C10/M23/Y100/K43
PMS 456C



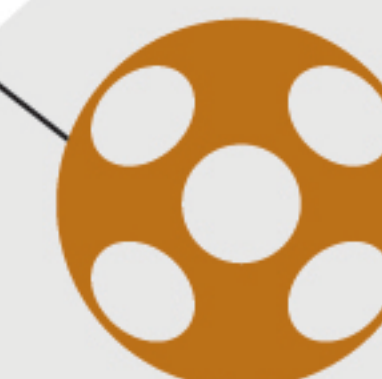
Eyes

Co/M0/Y0/K0
White



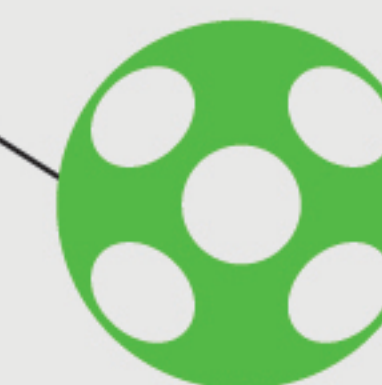
Skin / Eyes

C5/M52/Y100/K24
PMS 7511C



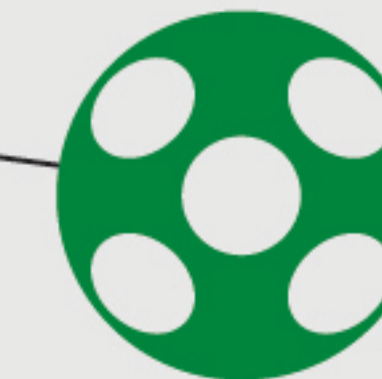
Chest

C68/M0/Y100/K0
PMS 369C



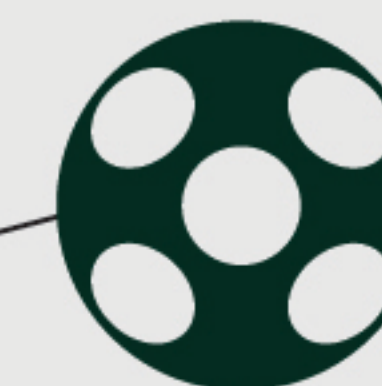
Body

C91/M4/Y100/K25
PMS 356C



Knee / Arm Pads / Face Mask / Stripe

C79/M30/Y63/K80
PMS 560C



Shield

C63/M62/Y59/K94
PMS Black C



Shield Edge

C28/M0/Y45/K0
PMS 7486C





MIR_3D_NI_01.psd



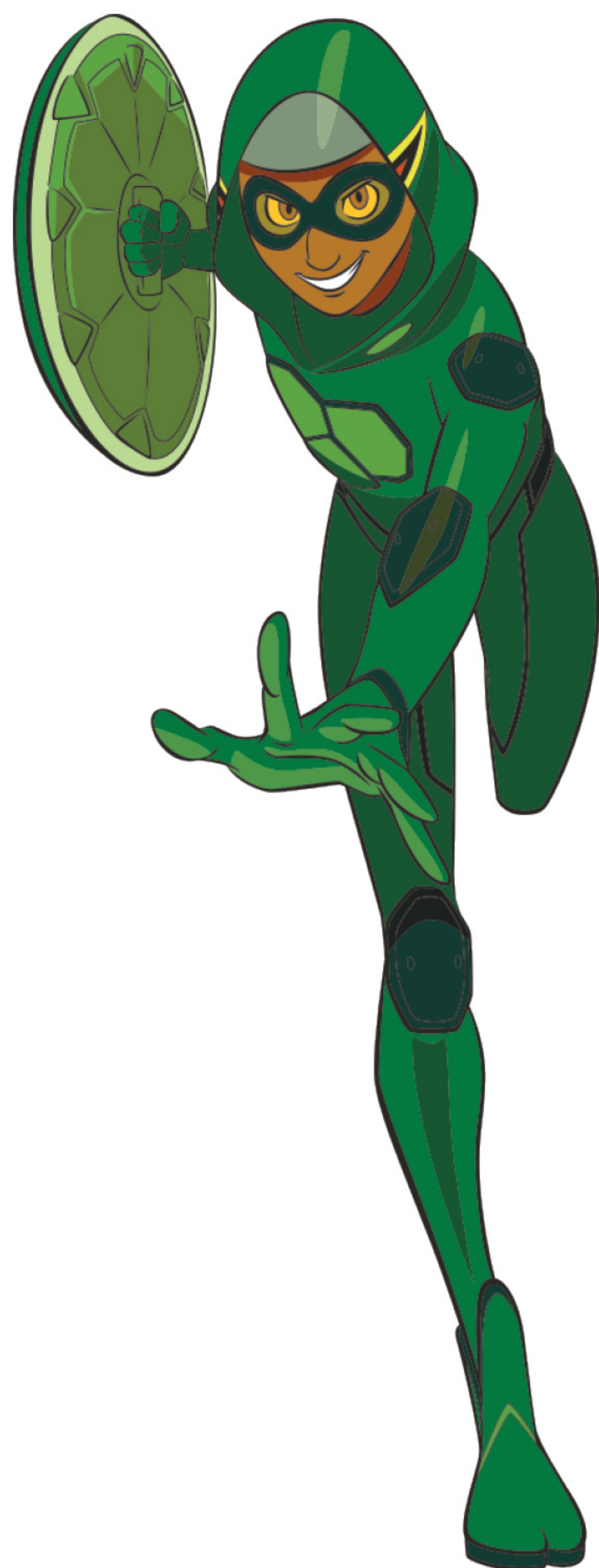
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MIR_3D_CA_03.psd



MIR_3D_CA_04.psd



MIR_VECTOR_FULL_CP_01.ai



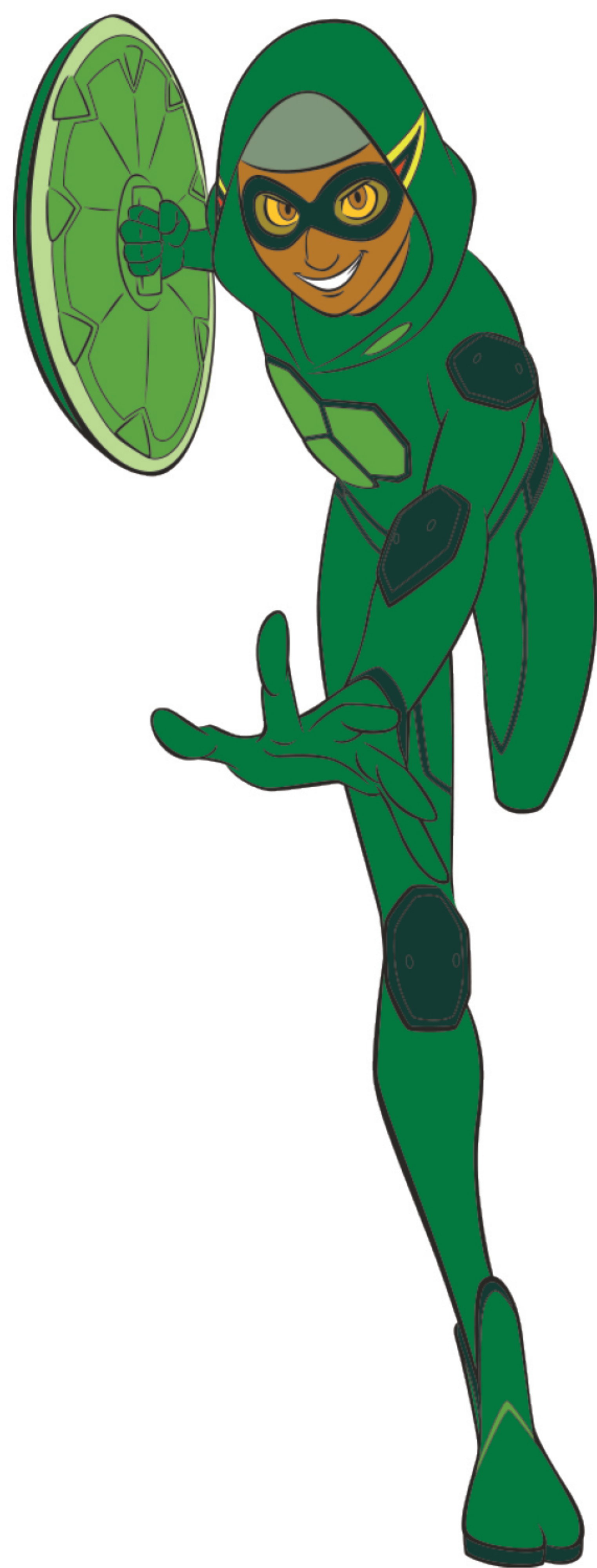
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MIR_VECTOR_FULL_CP_03.ai



MIR_VECTOR_FULL_CP_04.ai



MIR_VECTOR_FLAT_CP_01.ai



MIR_VECTOR_FLAT_CP_02.ai



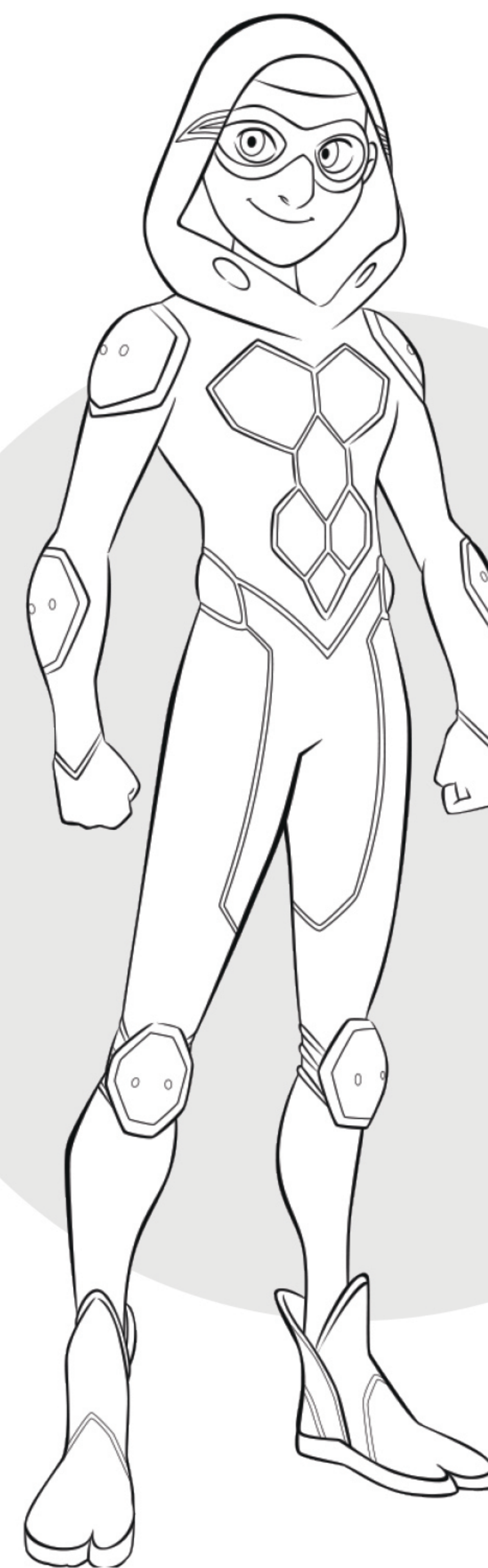
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MIR_VECTOR_FLAT_CP_04.ai



MIR_VECTOR_LINE_CP_01.ai



MIR_VECTOR_LINE_CP_02.ai



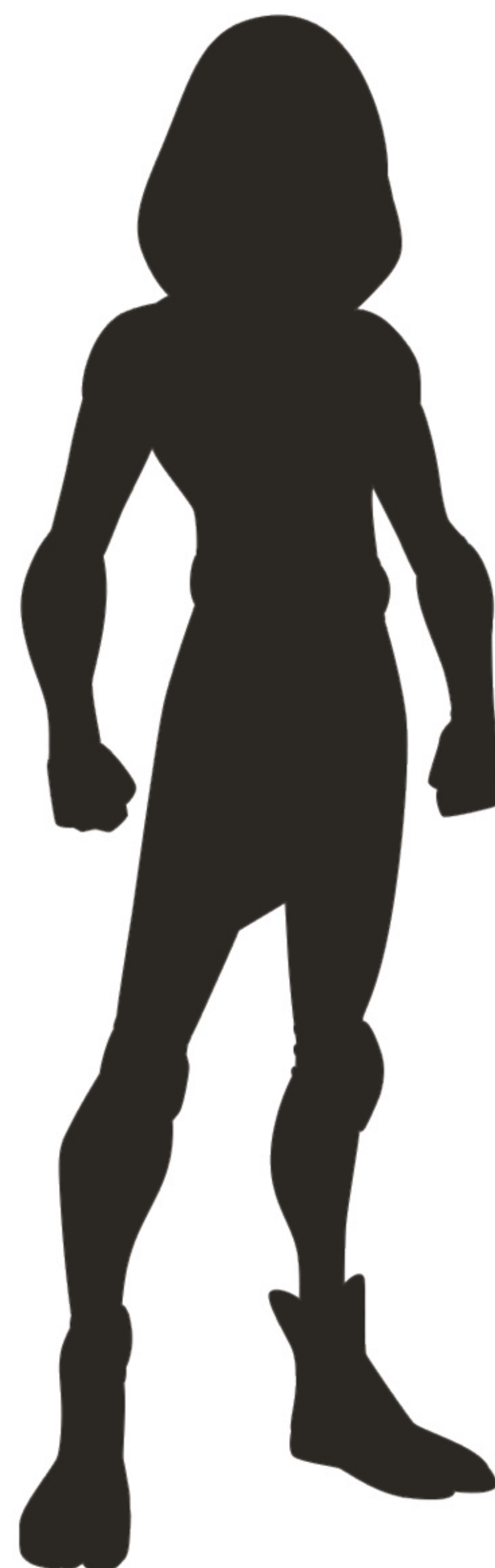
MIR_VECTOR_LINE_CP_03.ai



MIR_VECTOR_LINE_CP_04.ai



MIR_VECTOR_SILH_CP_01.ai



MIR_VECTOR_SILH_CP_02.ai



MIR_VECTOR_SILH_CP_03.ai

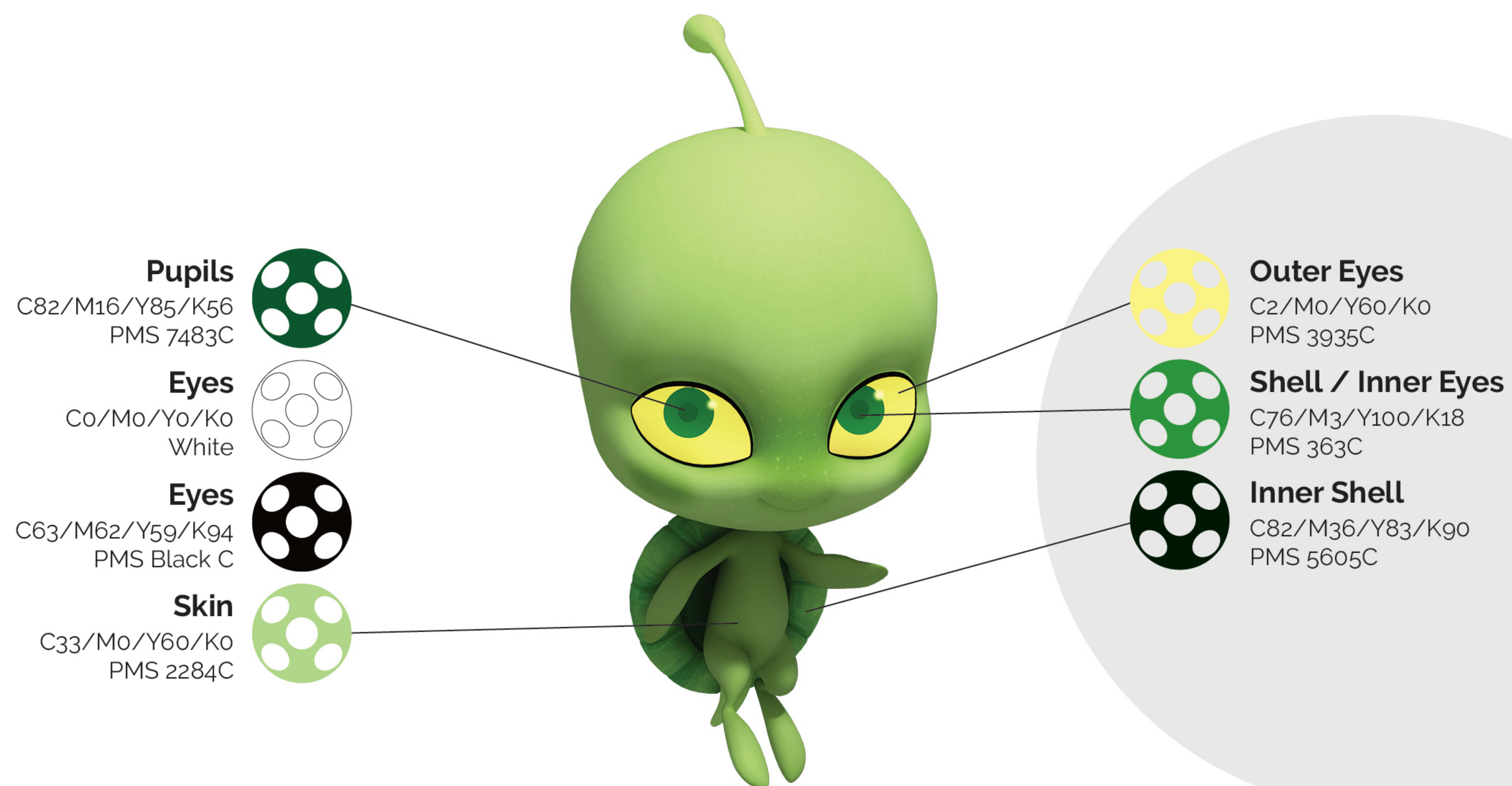


MIR_VECTOR_SILH_CP_04.ai



Wayzz







MIR_3D_WA_01.psd



VECTOR

FULL COLOUR / FLAT COLOUR / LINE
ART / SILHOUETTE WAYZZ



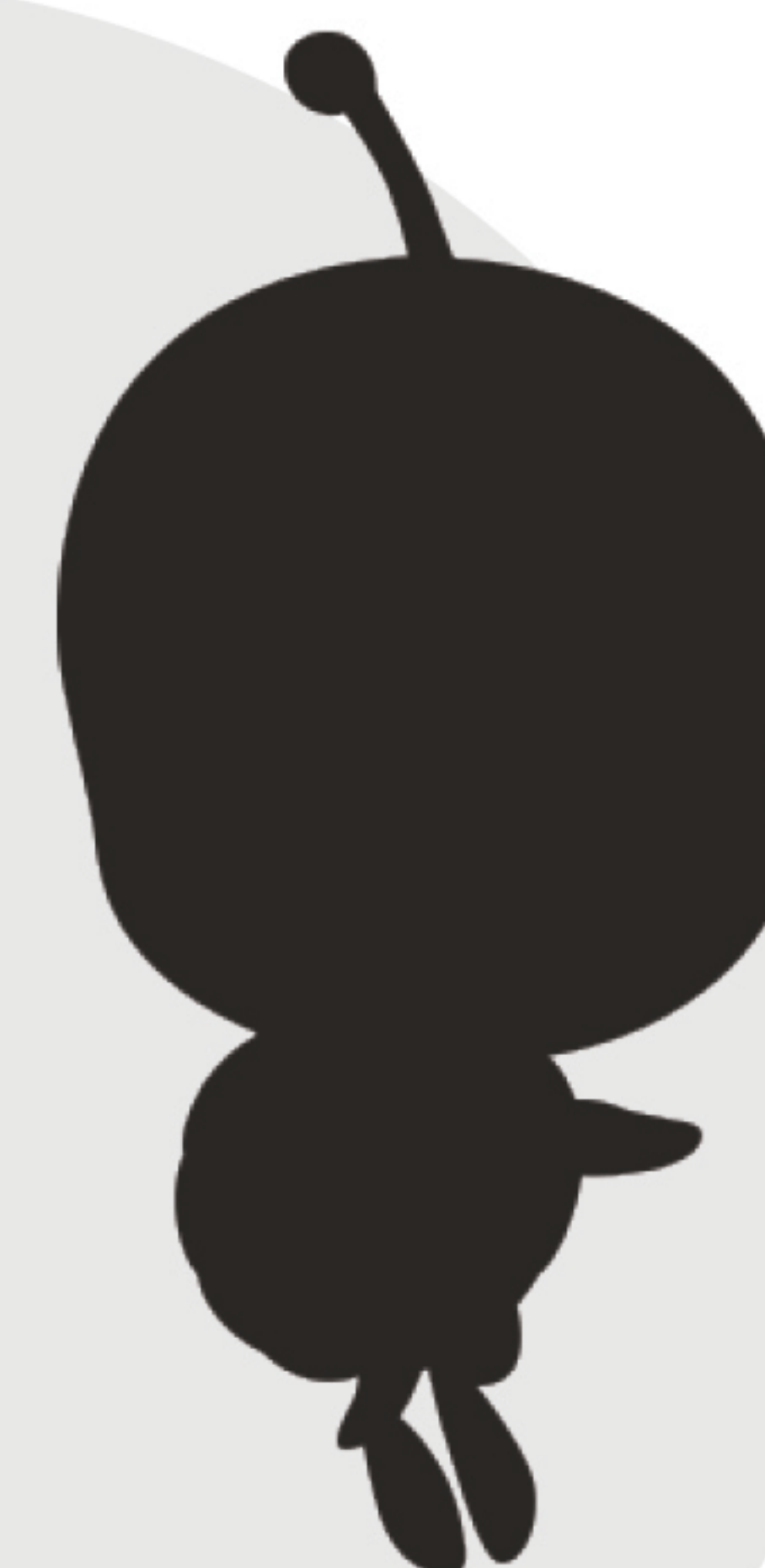
MIR_VECTOR_FULL_WA_01.ai



MIR_VECTOR_FLAT_WA_01.ai



MIR_VECTOR_LINE_WA_01.ai



MIR_VECTOR_SILH_WA_01.ai

VILLAINS





Hawk Moth

Hawk Moth is the ne plus ultra in villains!

He is seeking for absolute power and world domination. To achieve his aim, he needs to get Ladybug's and Cat Noir's Miraculous.

He has the power to create akumas and control them from a distance. With the help of the akumas, he can akumatise absolutely anyone, anywhere, even from a distance. All this entails is the person's cherished object being taken over by a butterfly/akuma.

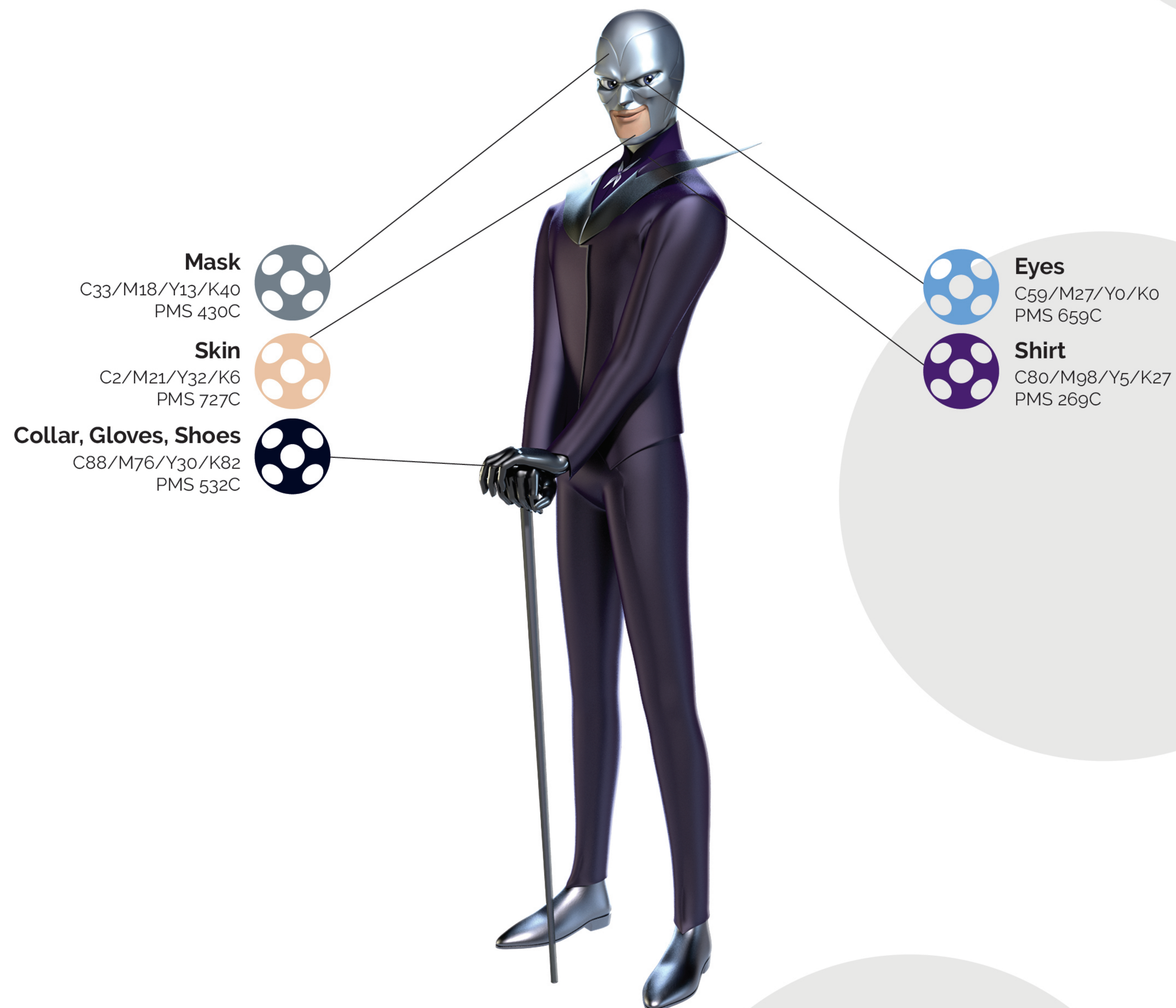
He endows them the power to appease any revengeful desires they may have, by becoming super-villains. But, in exchange for the power imparted by Hawk Moth, the akumatized person must bring the heroes' Miraculous back to him.





COLOR **BREAKDOWN**

HAWK MOTH





MIR_3D_HM_01.psd

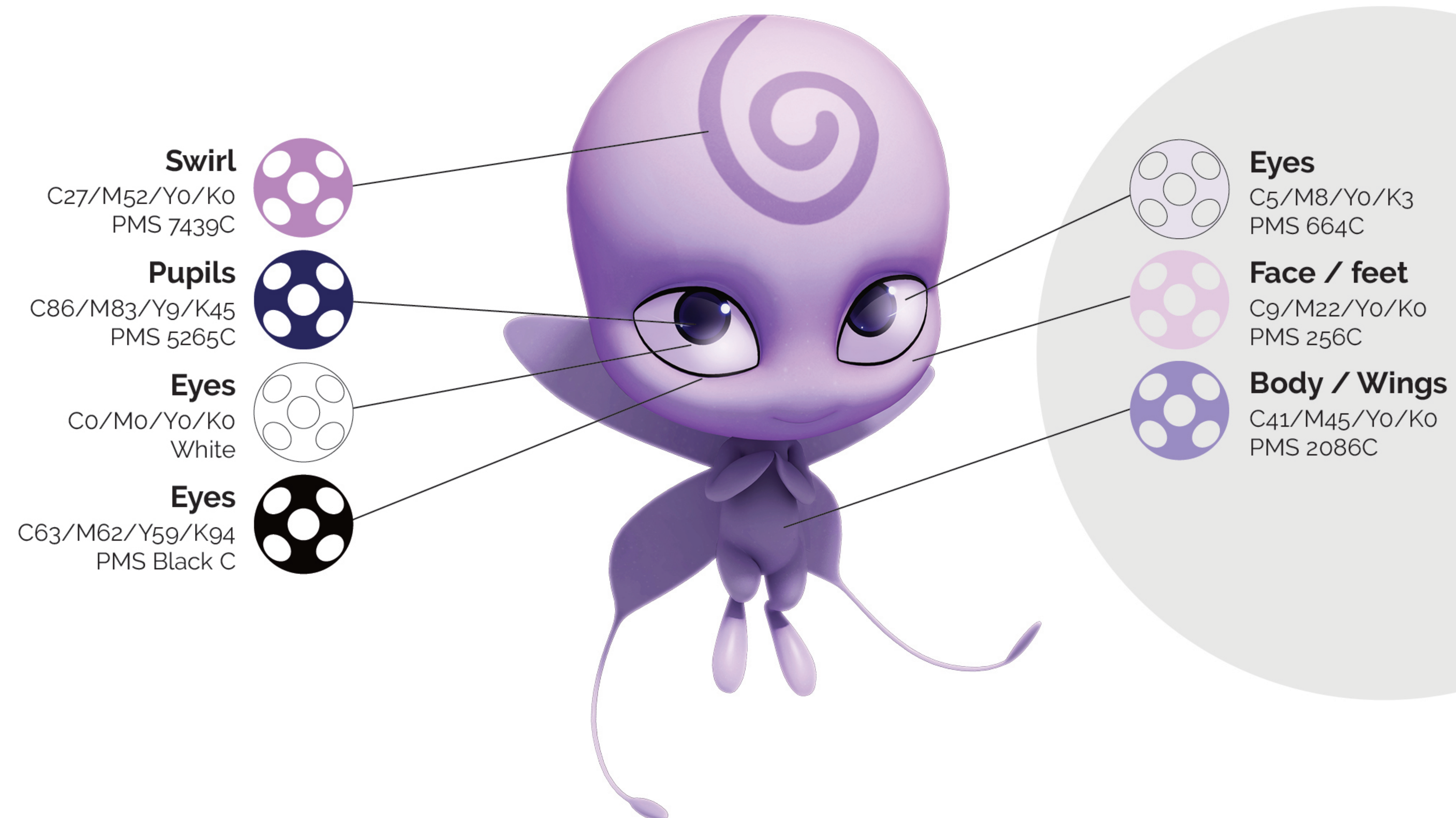


MIR_3D_HM_02.psd



Nooroo







MIR_3D_NR_01.psd



VECTOR

FULL COLOUR / FLAT COLOUR /
LINE ART / SILHOUETTE NOOROO



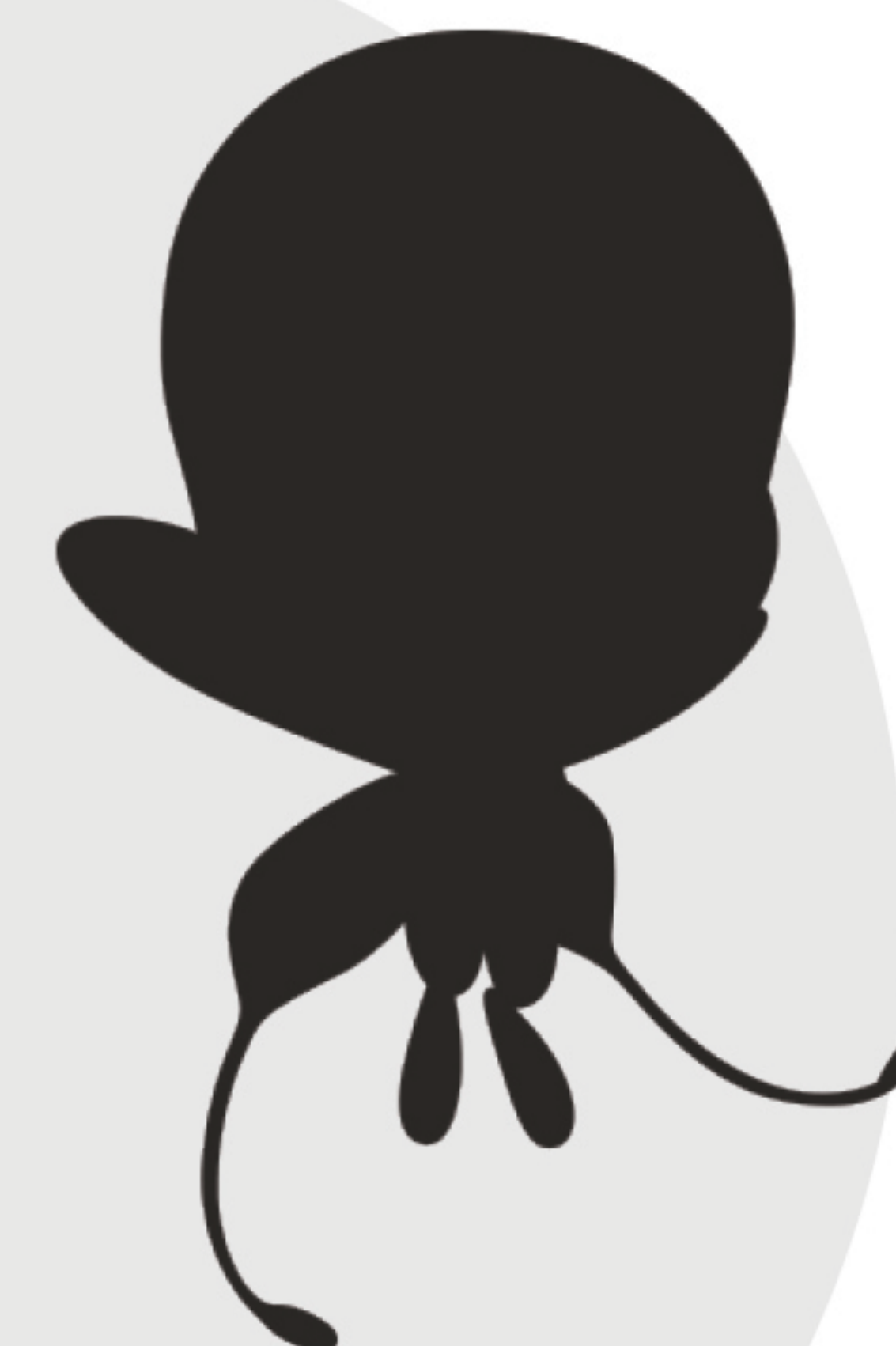
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MIR_VECTOR_FLAT_NR_01.ai



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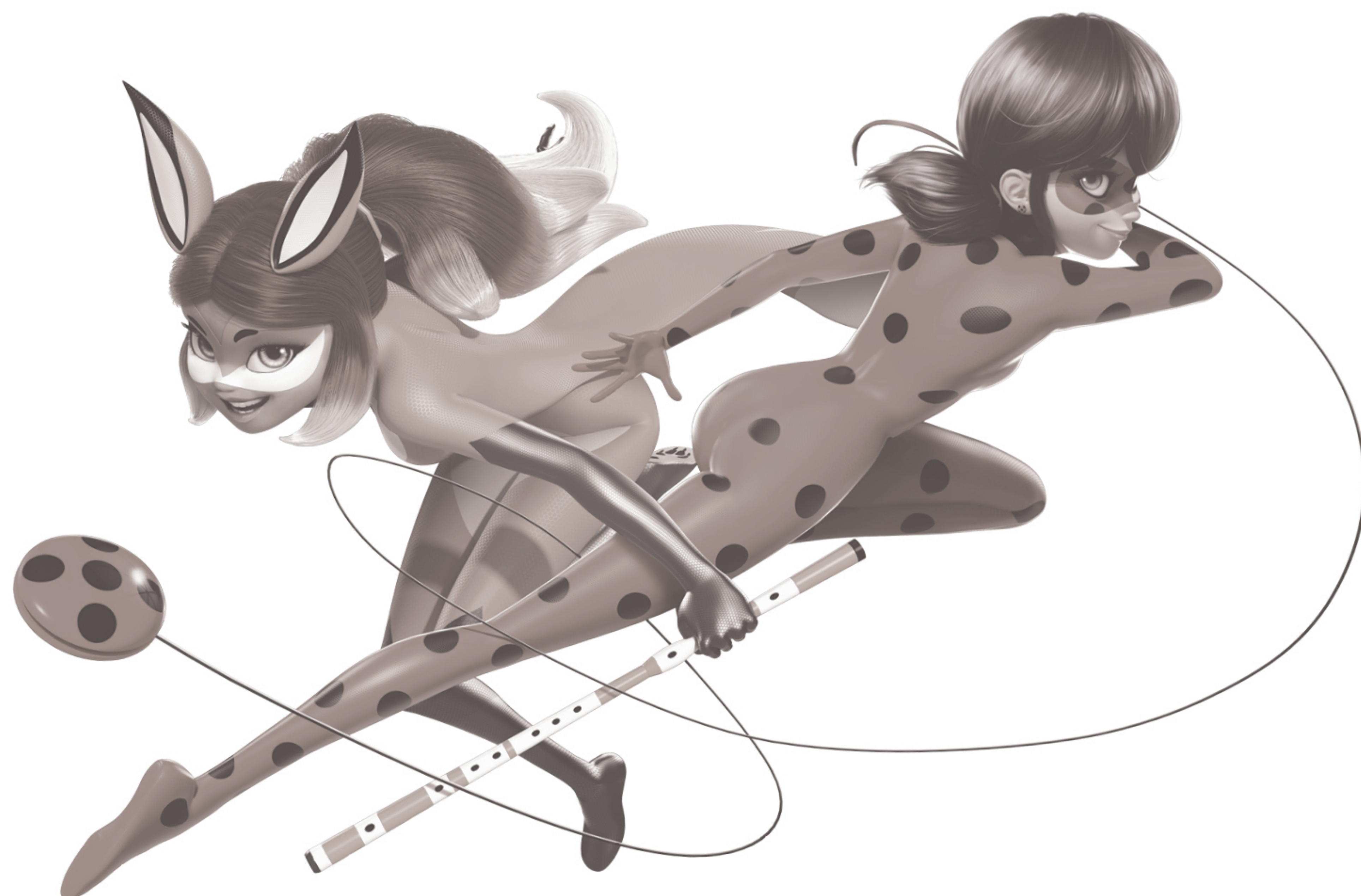


MIR_VECTOR_SILH_NR_01.ai



Group Poses





MIR_3D_LB_RR_01.psd
To be Supplied



MIR_3D_LB_CN_01.psd



MIR_3D_LB_CN_05A.psd



MIR_3D_LB_CN_05B.psd



MIR_3D_LB_MA_01.psd



MIR_3D_AD_MA_05.psd



MIR_3D_AD_MA_05_SH.psd



MIR_VECTOR_FULL_LB_CN_01.ai



MIR_VECTOR_FULL_LB_CN_03.ai



MIR_VECTOR_FULL_LB_CN_04.ai



MIR_VECTOR_FLAT_LB_CN_01.ai



MIR_VECTOR_FLAT_LB_CN_03.ai



MIR_VECTOR_FLAT_LB_CN_04.ai



MIR_VECTOR_LINE_LB_CN_01.ai



MIR_VECTOR_LINE_LB_CN_03.ai



MIR_VECTOR_LINE_LB_CN_04.ai



MIR_VECTOR_SILH_LB_CN_01.ai



MIR_VECTOR_SILH_LB_CN_03.ai



MIR_VECTOR_SILH_LB_CN_04.ai



MIR_VECTOR_FULL_AL_MA_01.ai



MIR_VECTOR_FULL_AL_MA_02.ai



MIR_VECTOR_FULL_AL_MA_03.ai



MIR_VECTOR_FLAT_AL_MA_01.ai



MIR_VECTOR_FLAT_AL_MA_02.ai



MIR_VECTOR_FLAT_AL_MA_03.ai



MIR_VECTOR_LINE_AL_MA_01.ai



MIR_VECTOR_LINE_AL_MA_02.ai



MIR_VECTOR_LINE_AL_MA_03.ai



MIR_VECTOR_SILH_AL_MA_01.ai



MIR_VECTOR_SILH_AL_MA_02.ai



MIR_VECTOR_SILH_AL_MA_03.ai



MIR_VECTOR_FULL_NI_AD_01.ai



MIR_VECTOR_FULL_NI_AD_02.ai



MIR_VECTOR_FLAT_NI_AD_01.ai



MIR_VECTOR_FLAT_NI_AD_02.ai



MIR_VECTOR_LINE_NI_AD_01.ai



MIR_VECTOR_LINE_NI_AD_02.ai



MIR_VECTOR_SILH_NI_AD_01.ai



MIR_VECTOR_SILH_NI_AD_02.ai



MIR_VECTOR_FULL_AD_MA_01.ai



MIR_VECTOR_FULL_AD_MA_02.ai



MIR_VECTOR_FULL_AD_MA_03.ai



MIR_VECTOR_FULL_AD_MA_04.ai



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MIR_VECTOR_FLAT_AD_MA_02.ai



MIR_VECTOR_FLAT_AD_MA_03.ai



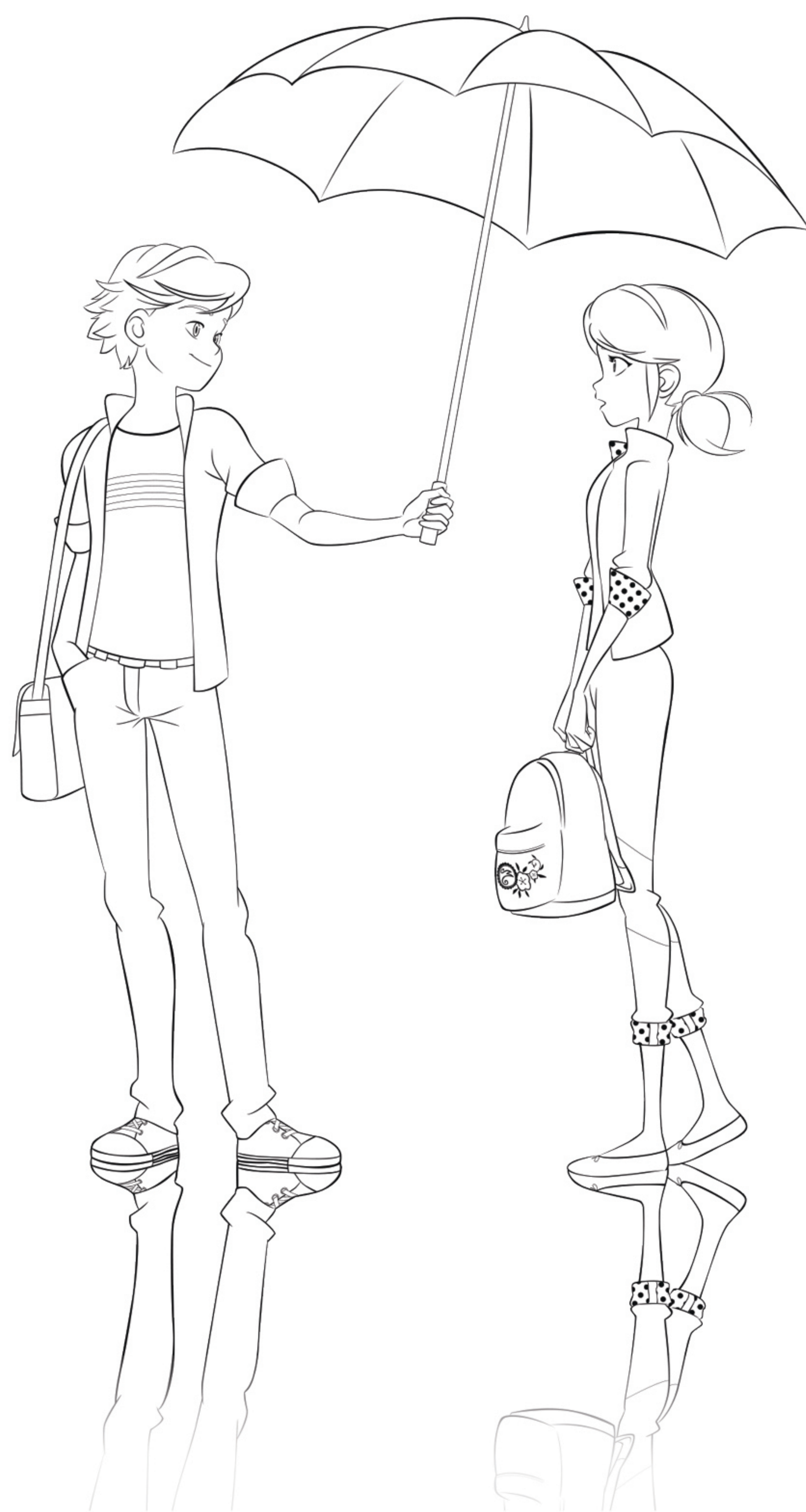
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MIR_VECTOR_LINE_AD_MA_03.ai



MIR_VECTOR_LINE_AD_MA_04.ai



MIR_VECTOR_SILH_AD_MA_01.ai



MIR_VECTOR_SILH_AD_MA_02.ai



MIR_VECTOR_SILH_AD_MA_03.ai



MIR_VECTOR_SILH_AD_MA_04.ai

CHARACTER HEIGHT CHARTS





CHARACTER HEIGHTS

HEROEZ /VILLAINS HEIGHT CHART



Hawk Moth
220 cm



Queen Bee
136 cm



Rena Rouge
138 cm



Ladybug
135 cm



Cat Noir
150 cm



Carapace
148 cm



CHARACTER HEIGHTS

STANDARD HEIGHT CHART



Tom
175 cm



Sabine
130 cm



Pollen
10 cm



Chloé
136 cm



Alya
138 cm



Trixx
10 cm



Marinette
135 cm



Tikki
10 cm



Adrien
150 cm



Plagg
10 cm



Nino
148 cm



Wayzz
10 cm



Sabrina
130 cm



Gabriel
220 cm

SPECIAL VECTOR CHARACTERS



CHARACTER ARTWORK IS NOT TO BE USED WITH OTHER
STYLES SUPPLIED IN THIS GUIDE.



MIR_VECTOR_SPECIAL_LB_01.ai

NOTE: THAT ALL SPECIAL CHARACTER FILES ARE SUPPLIED WITH VARIOUS LAYERS OF SHADING/
SIMPLICITY. CAN NOT BE USED OR COMBINED WITH OTHER CHARACTER ART WORK WITHIN THIS GUIDE.



MIR_VECTOR_SPECIAL_LB_02.ai

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MIR_VECTOR_SPECIAL_LB_03.ai

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MIR_VECTOR_SPECIAL_LB_04.ai

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MIR_VECTOR_SPECIAL_LB_o6.ai

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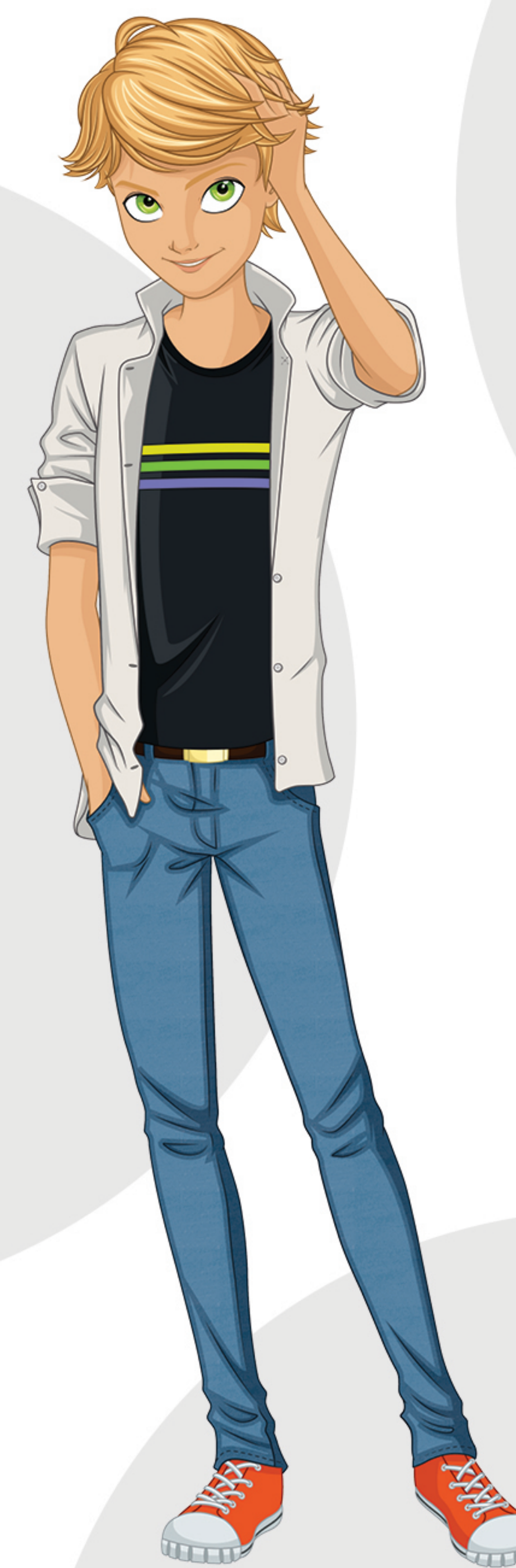
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MIR_VECTOR_SPECIAL_AD_02.ai



MIR_VECTOR_SPECIAL_AD_03.ai



NOTE: THAT ALL SPECIAL CHARACTER FILES ARE SUPPLIED WITH VARIOUS LAYERS OF SHADING/
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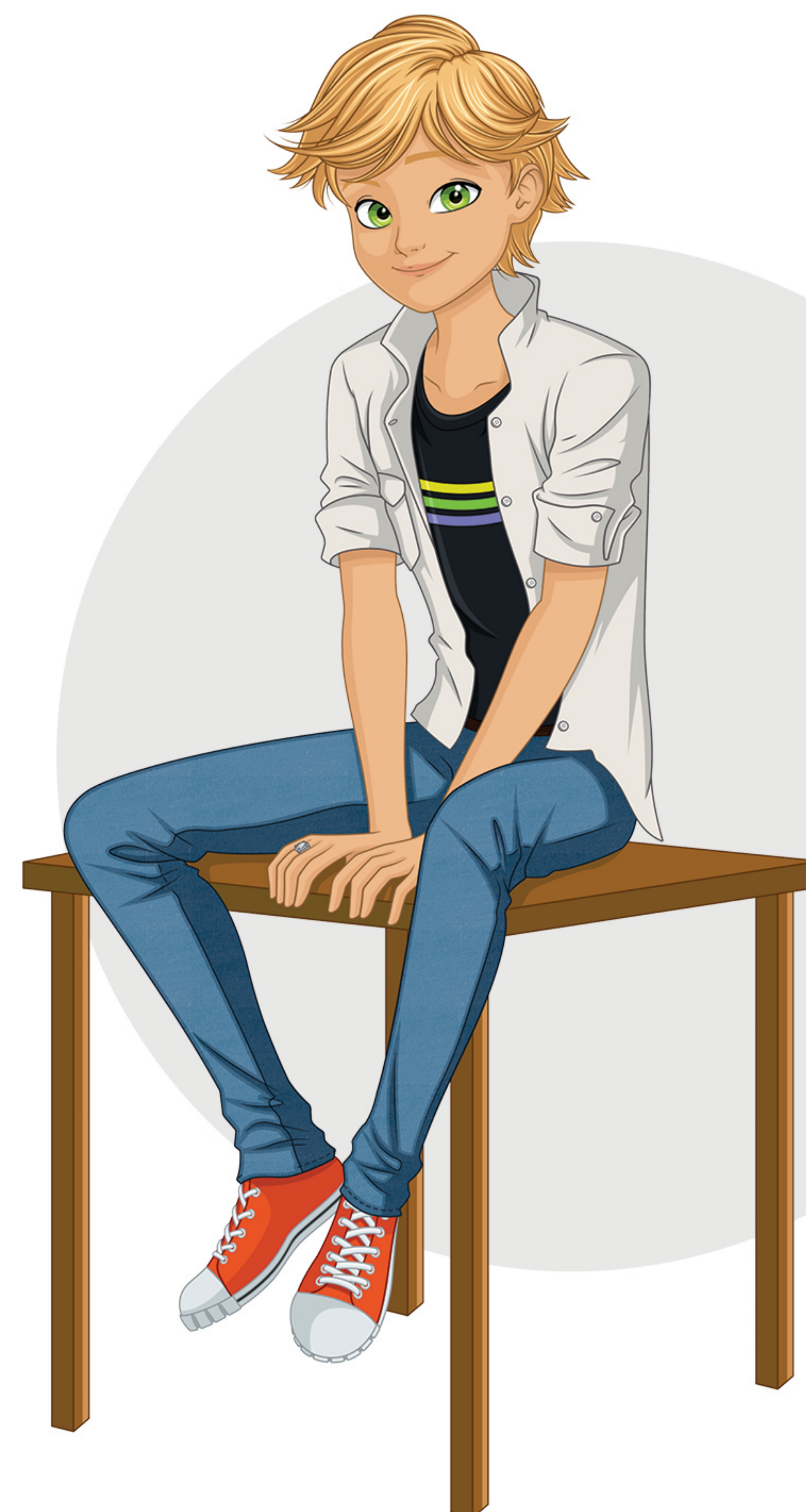


————— Suggested Anchor Point



MIR_VECTOR_SPECIAL_AD_04.ai

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MIR_VECTOR_SPECIAL_AD_05.ai

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MIR_VECTOR_SPECIAL_CN_01.ai

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————— Suggested Anchor Point



MIR_VECTOR_SPECIAL_CN_02.ai

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MIR_VECTOR_SPECIAL_CN_03.ai

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MIR_VECTOR_SPECIAL_CN_04ai

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MIR_VECTOR_SPECIAL_CN_05.ai

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MIR_VECTOR_SPECIAL_CN_06.ai

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MIR_VECTOR_SPECIAL_CN_EX.ai

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MIR_VECTOR_SPECIAL_AL_01.ai



MIR_VECTOR_SPECIAL_AL_02.ai



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MIR_VECTOR_SPECIAL_CH_01.ai



MIR_VECTOR_SPECIAL_CH_02.ai

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BACKGROUNDS





MIR_BGrd_2DChampsdeMars01.png



MIR_BGrd_2DGrandPalaisExterior01.png



BACKGROUNDS



MIR_BGrd_2DNotreDameExterior01.jpg



MIR_BGrd_2DParisBridge01.jpg



MIR_BGrd_2DParisRoofs03.png



BACKGROUNDS



MIR_BGrd_3DAdrienStreet03.png



MIR_BGrd_3DEiffelTower01.png



MIR_BGrd_2DSchoolExterior01.png



MIR_BGrd_3DAdrienStreet01.png



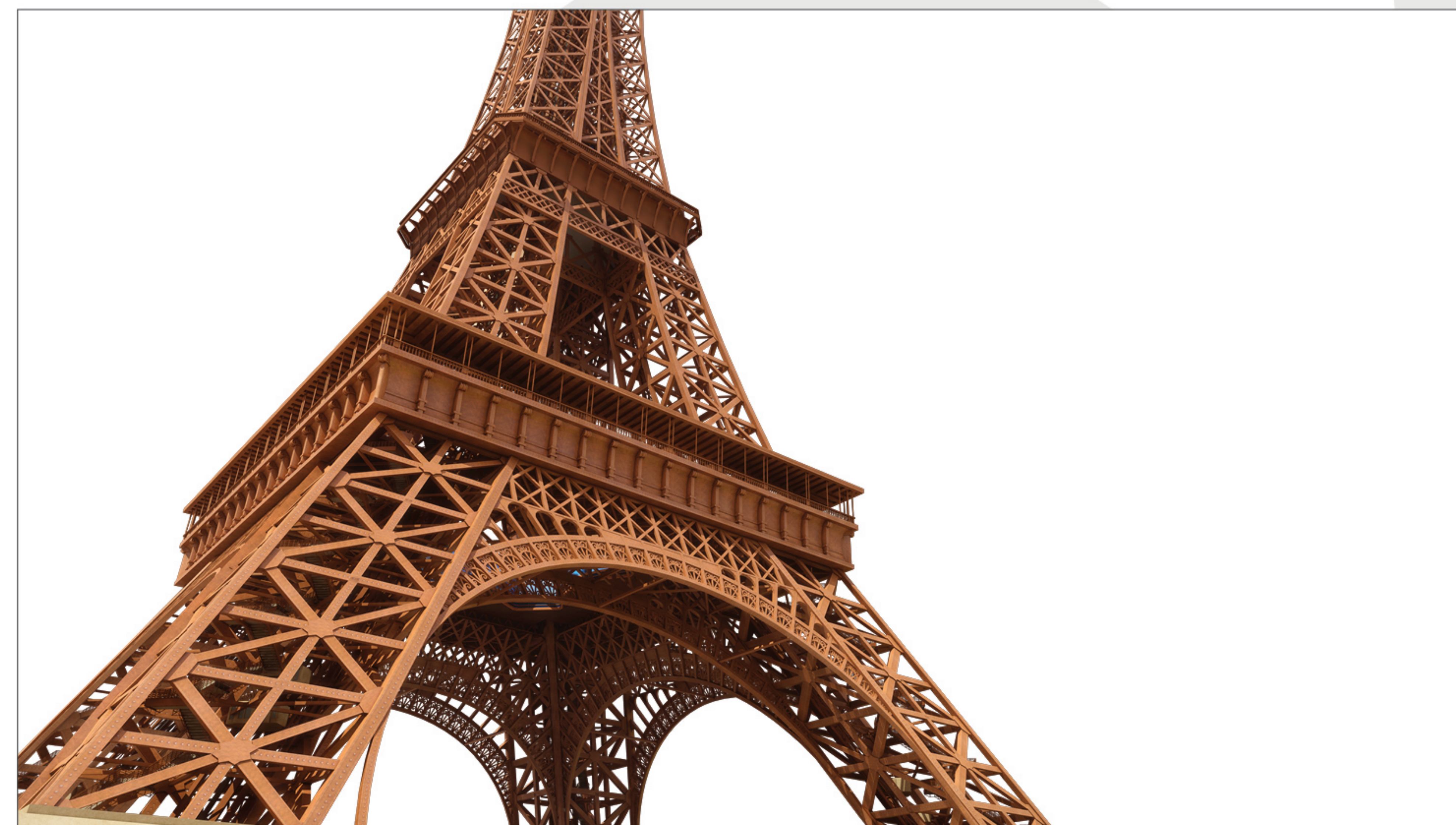
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BACKGROUNDS



MIR_BGrd_3DEiffelTower02!.png



MIR_BGrd_3DEiffelTower02_v2!.png



BACKGROUNDS



MIR_BGrd_2DEiffelTower2ndFloor.jpg



MIR_BGrd_2DEiffelTowerFeet.jpg



MIR_BGrd_3DChampsdeMars04.png



MIR_BGrd_3DMarinetteStreet02.png



MIR_BGrd_3DMarinetteStreet03.png



MIR_BGrd_3DMarinetteBedroom03.png



MIR_PARIS_BG_01.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



MIR_PARIS_BG_02.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



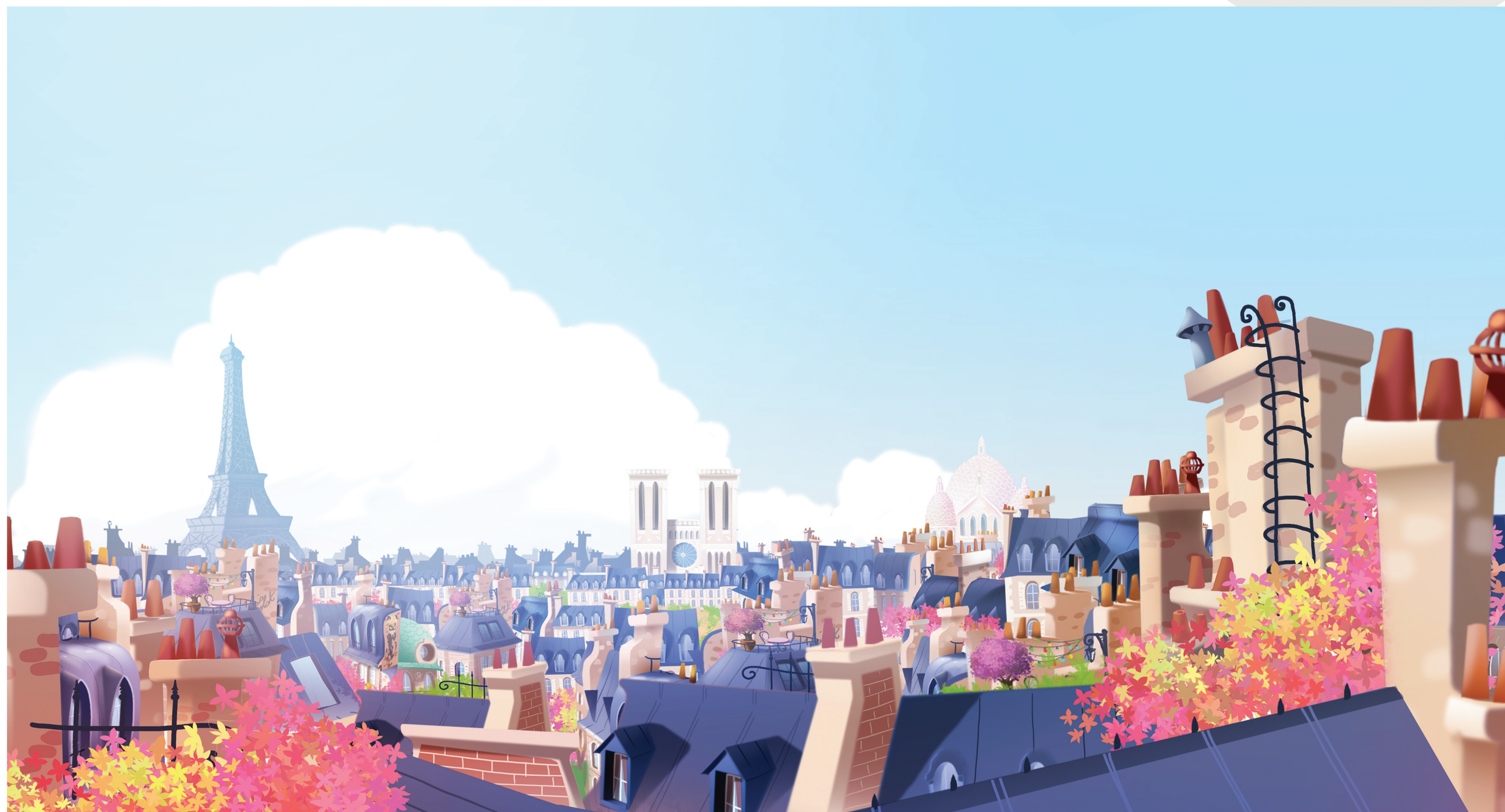
BACKGROUNDS

STYLISTED PARISIAN



MIR_PARIS_BG_03.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



MIR_PARIS_BG_04.psd

PLEASE NOTE THAT ALL STYLED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



MIR_PARIS_BG_05.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



MIR_PARIS_BG_09.psd



BACKGROUNDS STYLED PARISIAN



MIR_PARIS_BG_10.psd

PLEASE NOTE THAT ALL STYLED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



MIR_PARIS_BG_21.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.



BACKGROUNDS STYLISTED PARISIAN



MIR_PARIS_BG_o6.psd



MIR_PARIS_BG_o8.psd



MIR_PARIS_BG_12.psd



MIR_PARIS_BG_13.psd



BACKGROUNDS STYLISTED PARISIAN



MIR_PARIS_BG_14.psd



MIR_PARIS_BG_15.psd

PLEASE NOTE THAT ALL STYLISTED PARISIAN BACKGROUNDS ARE TO BE USED
WITH FULL COLOUR VECTOR CHARACTER POSES ONLY.

CREATIVE





Simply The Best

Show Your True Colors

Chic, Justice & The Parisian Way!

Voilà Ladybug!

I Will Always Protect You

We're Super Heroes, Not Stars!

Nice Is The New Cool

Shine Bright

Miraculous Girls

Miraculous Heroez

True Love

Super Heroez

Not Your Average Girl

Incognito Mode

Lucky & Charming

Be Miraculous

Day Dreamer

The Chosen Ones

Super Secret

Super Powers

Girl Power

Secret Identity

Be Strong, Be Brave, Be Miraculous

Miraculous Girls



Marinette

Spots On!
Time To Transform

Tikki

Trust Yourself
You Can Do It!
I Knew You Had It In You!
You're The Chosen One

Ladybug

Time To De-Elivize
Lucky Charm
Hold Your Whiskers!
Bye-Bye Little Butterfly
No More Evil Doing For You, Little Akuma!
See Ya Later, Kitty Cat

Ladybug To Cat Noir

Pound It!

Cat Noir

Not Bad Bugaboo!

Plagg

I Looove Camembert!
Can I Eat That?
Shiny! I Like Shiny!
Bye Bye, Petit Papillon!

Cat Noir To Ladybug

M'lady

Rena Rouge

Let's Pounce!
Mirage!
I've Got Your Back!
I'm On It!
Nothing Wrong With A Little Competition!
There's No Time To Lose!
Need A Hand?

Queen Bee

Andri-Kins

If You Want It Done Right, You Have To Do It Yourself!
And Now, Watch Queen Bee In Action!
I Am Queen Bee... And I'm About To Save You! You Can
Thank Me Later!
I Was Merely Performing My Duty!
Buzz On!
Venom!
I'm Gonna Sting You Where It Hurts!
You Can Count On Me, Ladybug!
It's Queen Bee, But You Can Call Me Whatever You Want

Carapace

Shell-Ter!
Get Ready! Shell-Ter!
Here I Come!
I Got Your Back!
We're Gonna Win!
I'll Cover You!

SUPER HEROEZ





abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway: 1001freefonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

American Captain: myfonts.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Manuell: etsy.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Comic Panels: Purchase licence for commercial use from www.creativefabrica.com/product/comic-panels/ref/74273/ - \$20

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Up Up and Away - myfonts.com

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

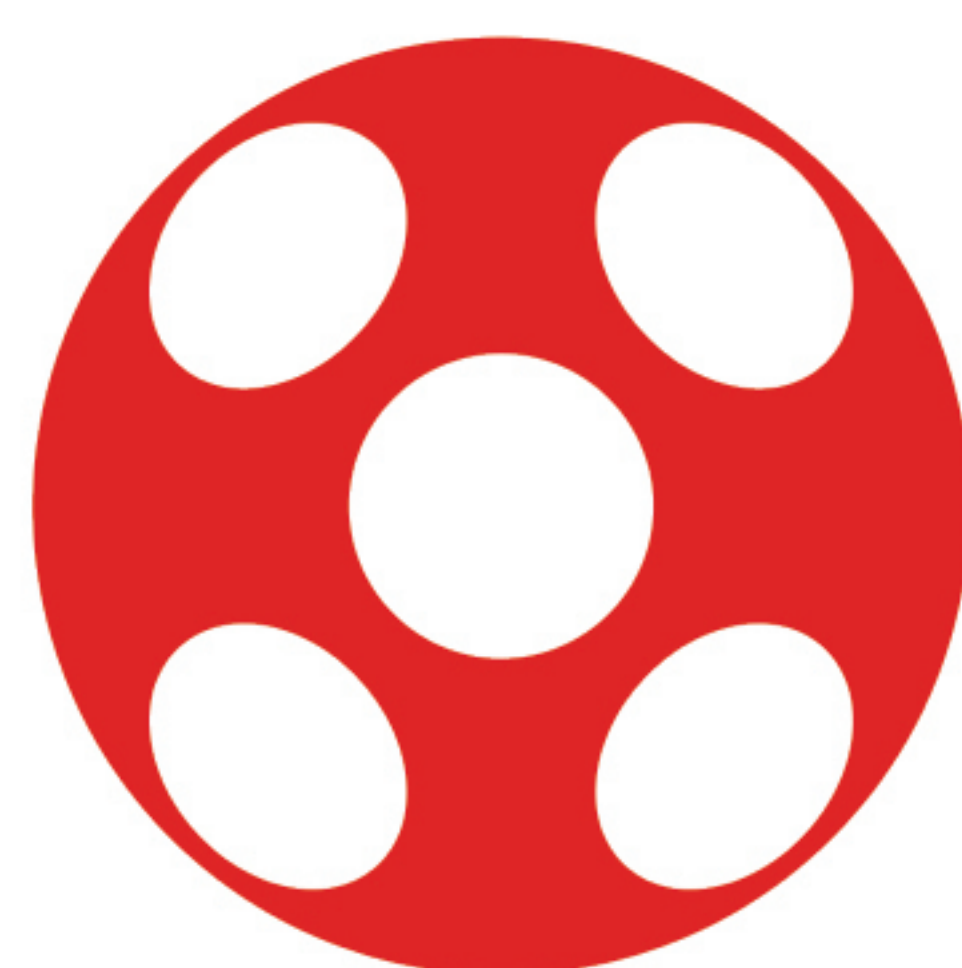
Up Up and Away Outline - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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BadaBoom BB: 1001freefonts.com



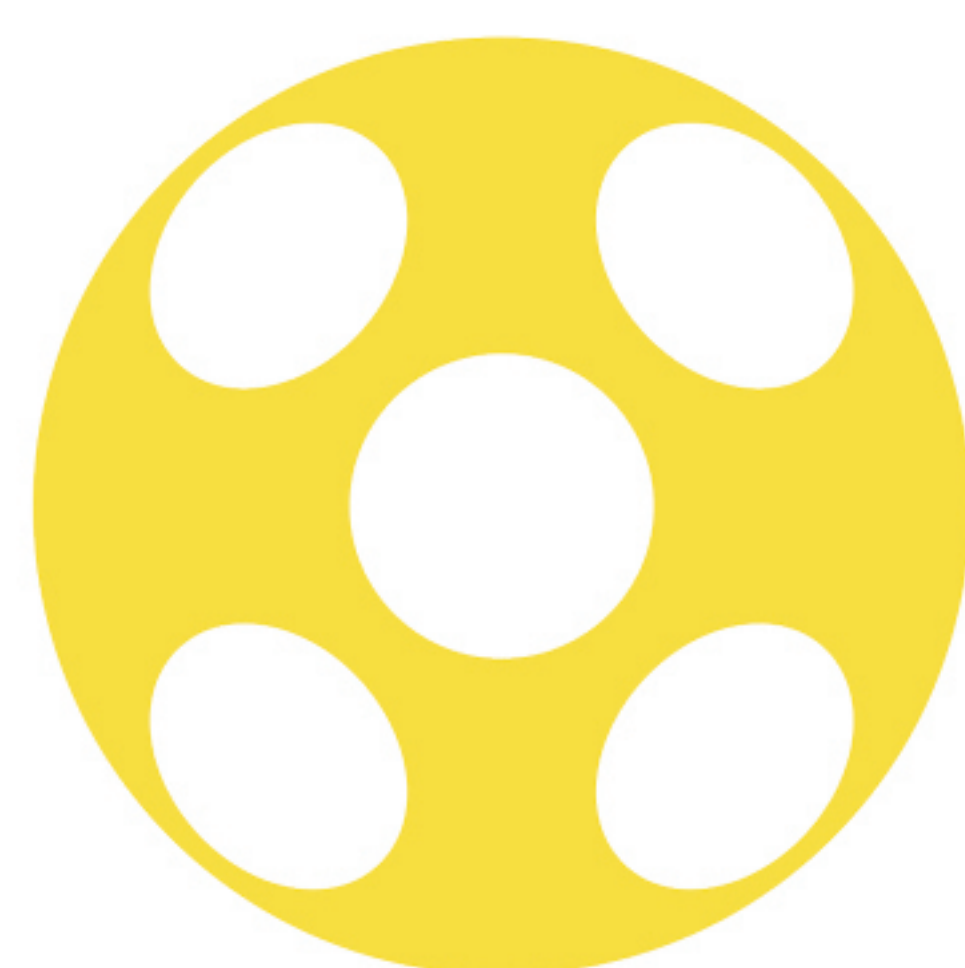
SUPER **HEROEZ**
MAIN PALETTE



485 C



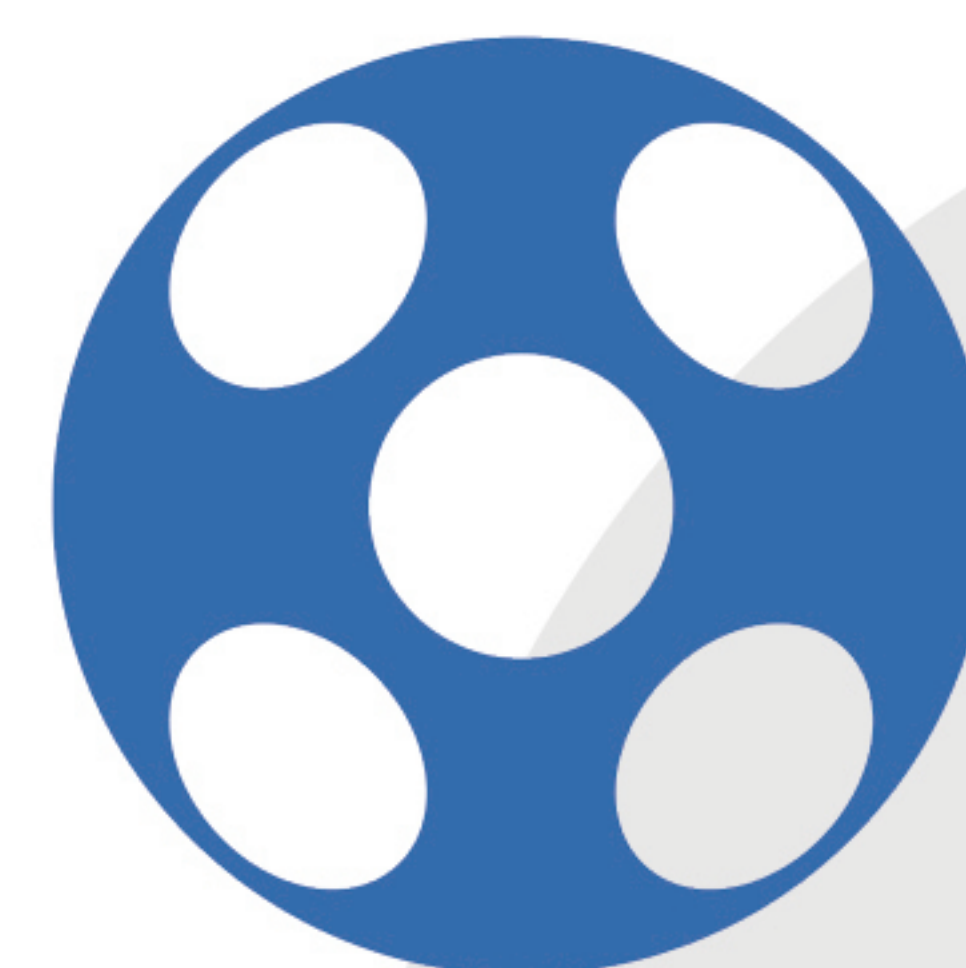
2291 C



114 C



151 C



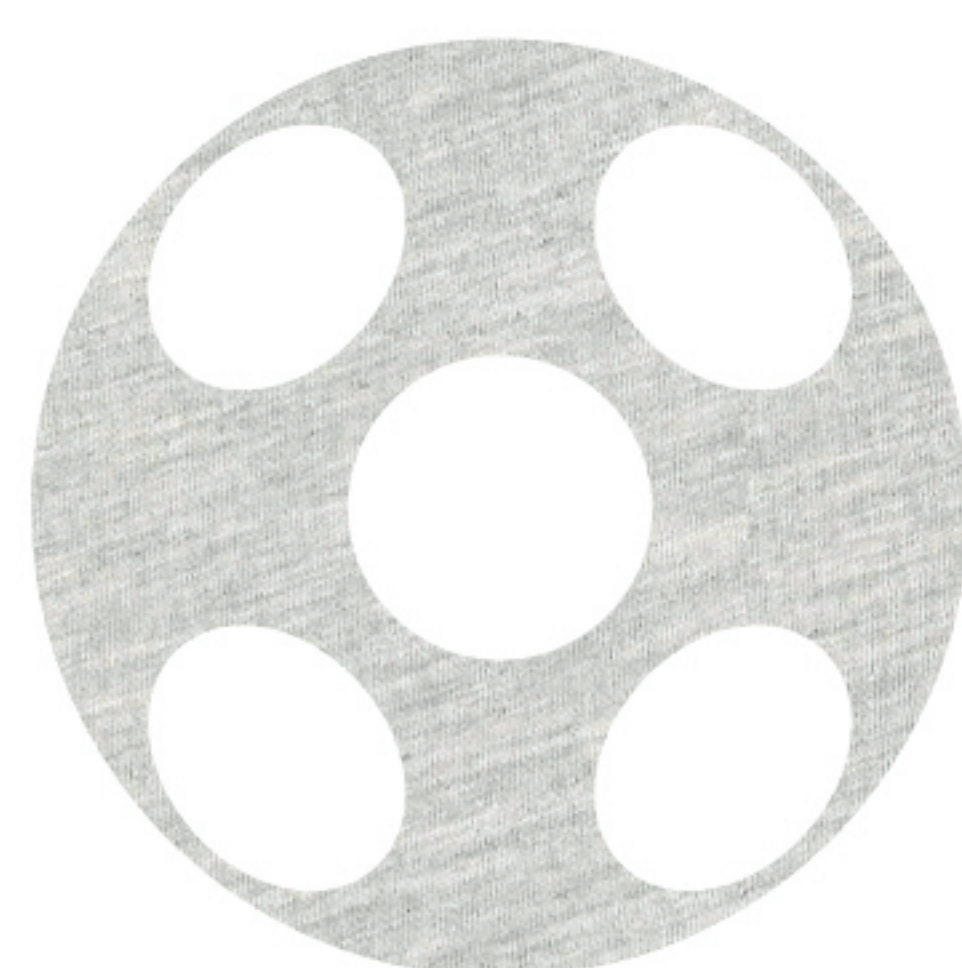
7683 C



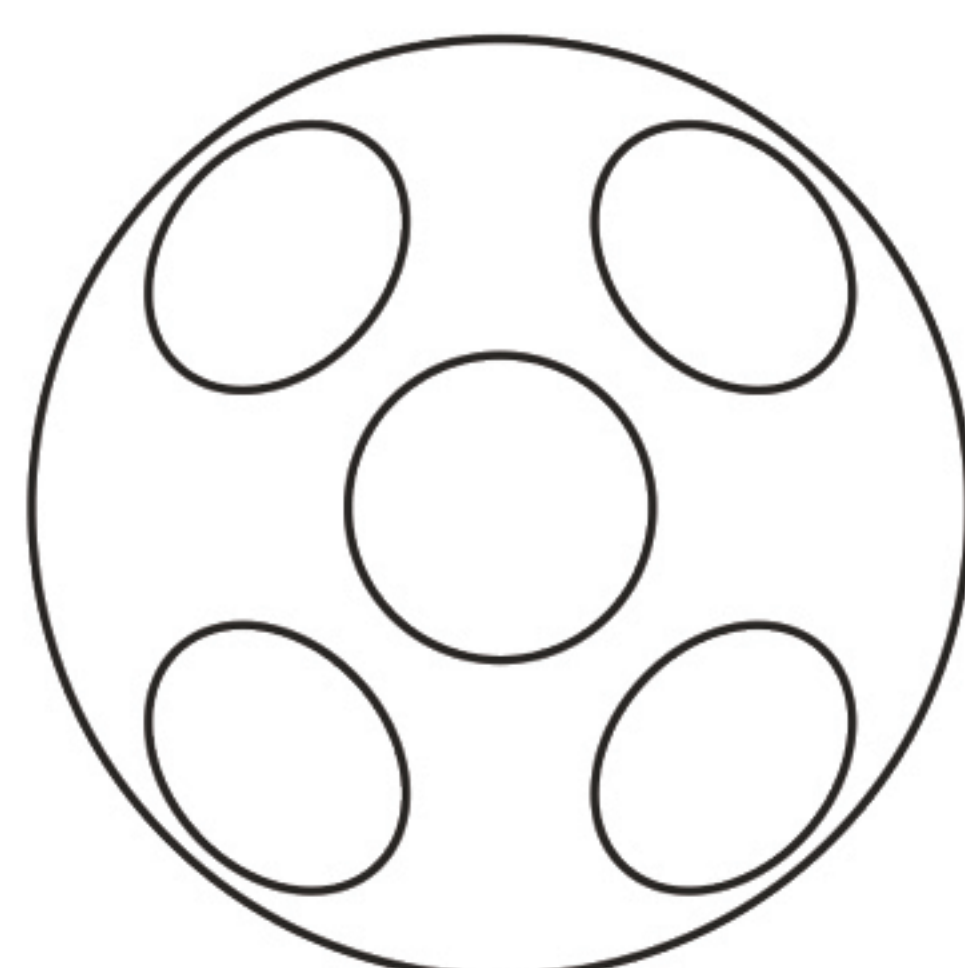
630 C



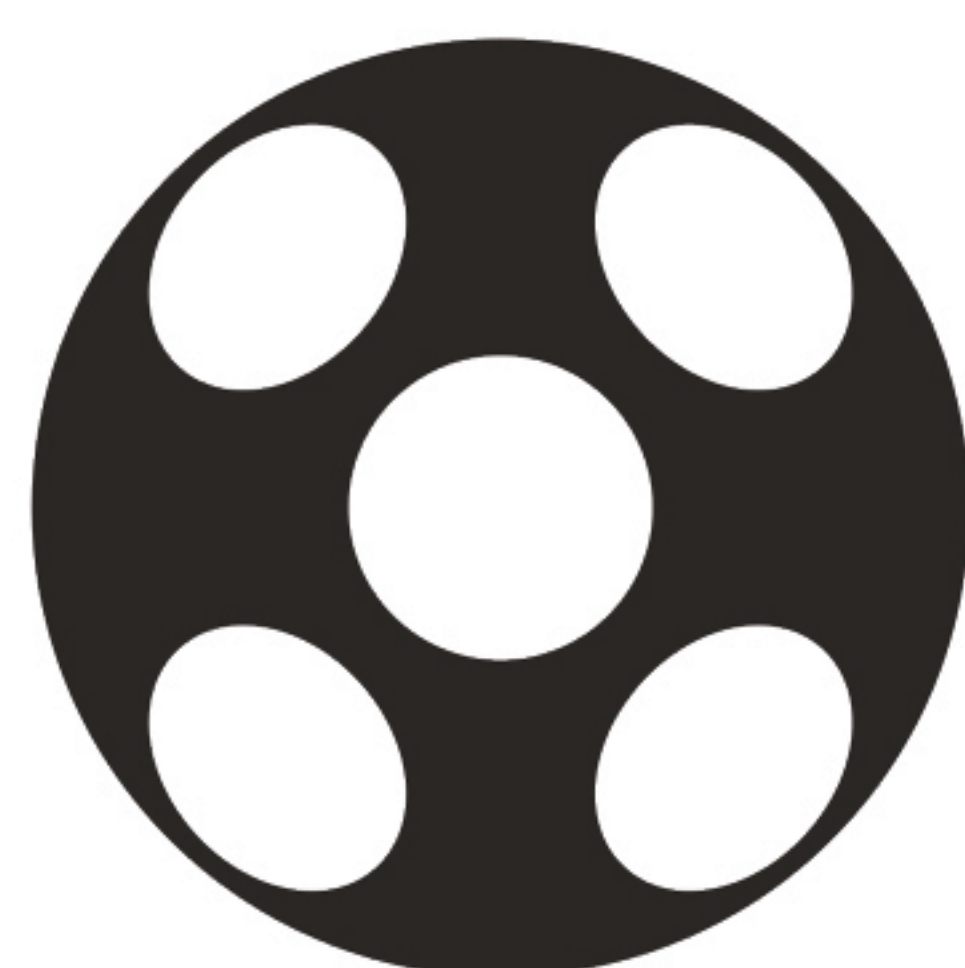
CG 6 C



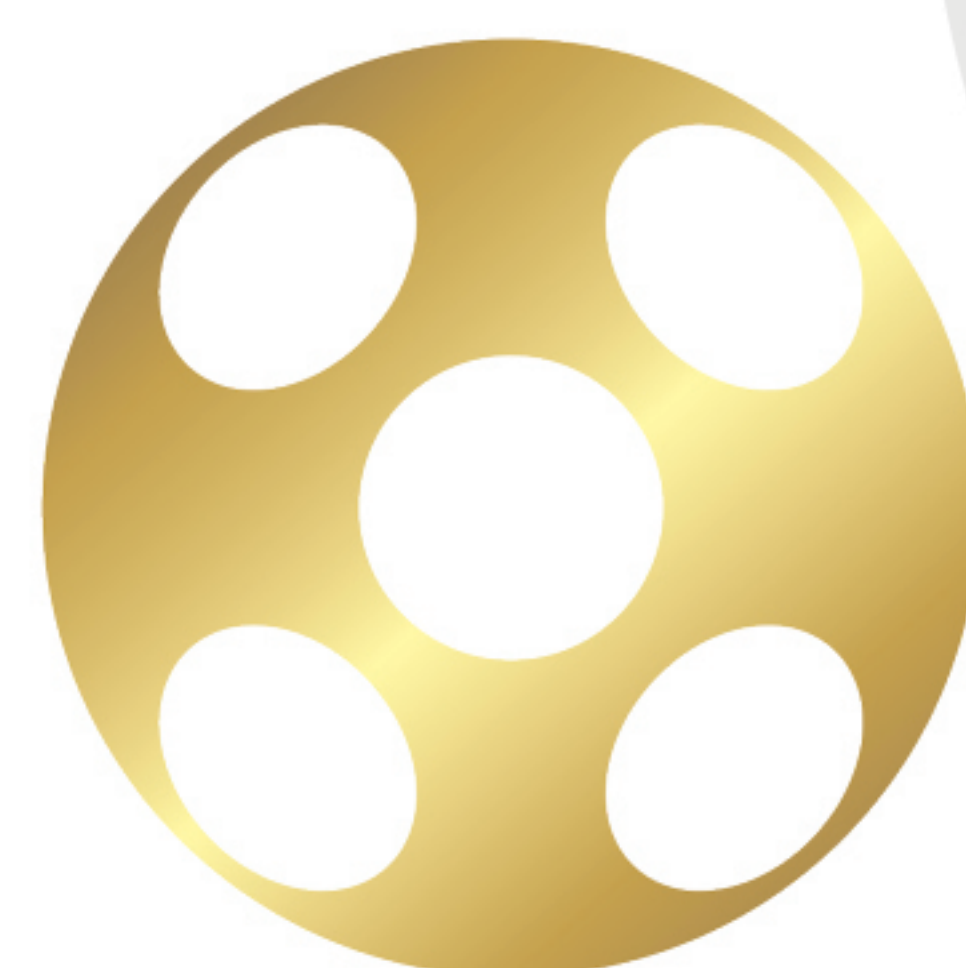
Grey Marl



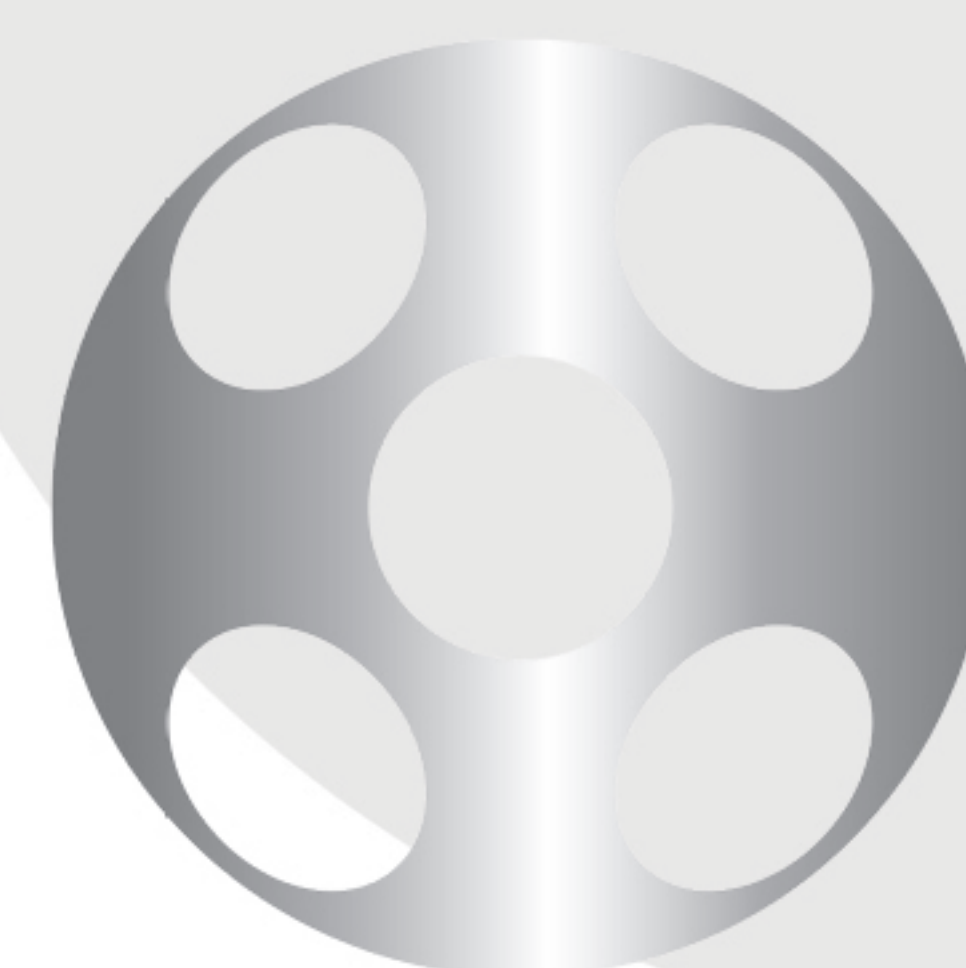
White



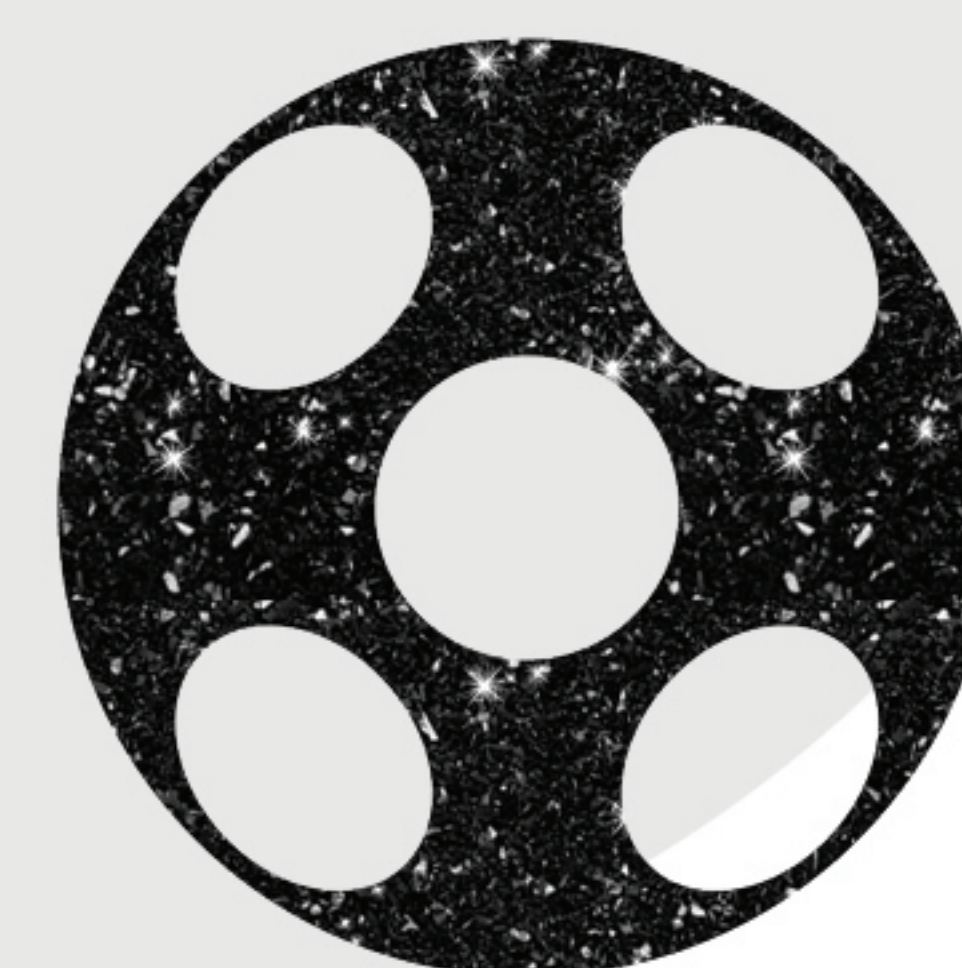
Black C



Gold Foil



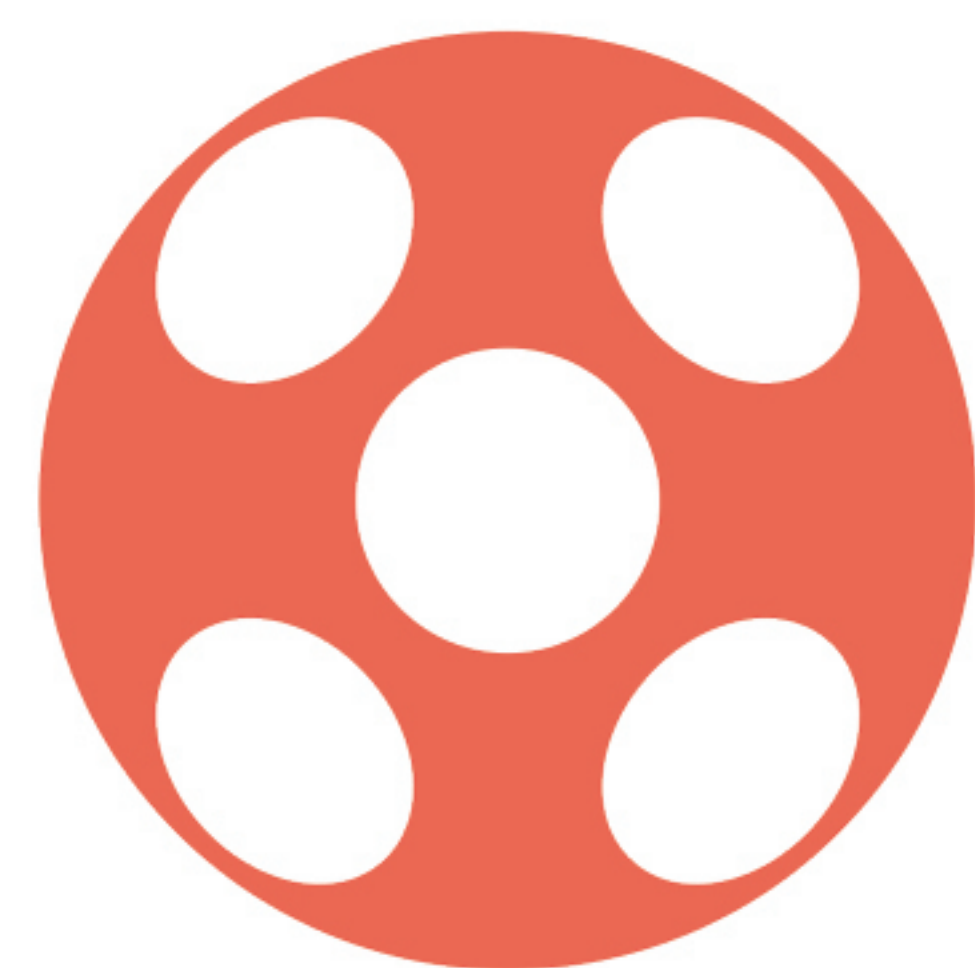
Silver Foil



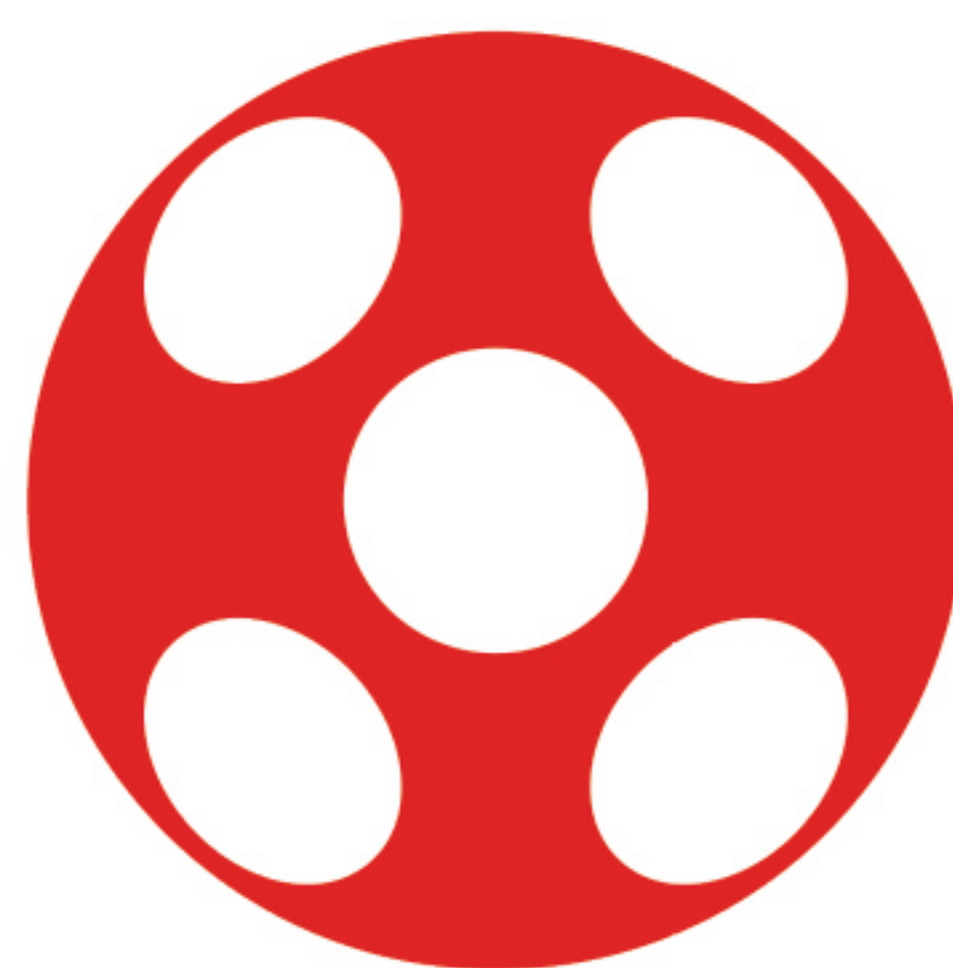
Black Glitter



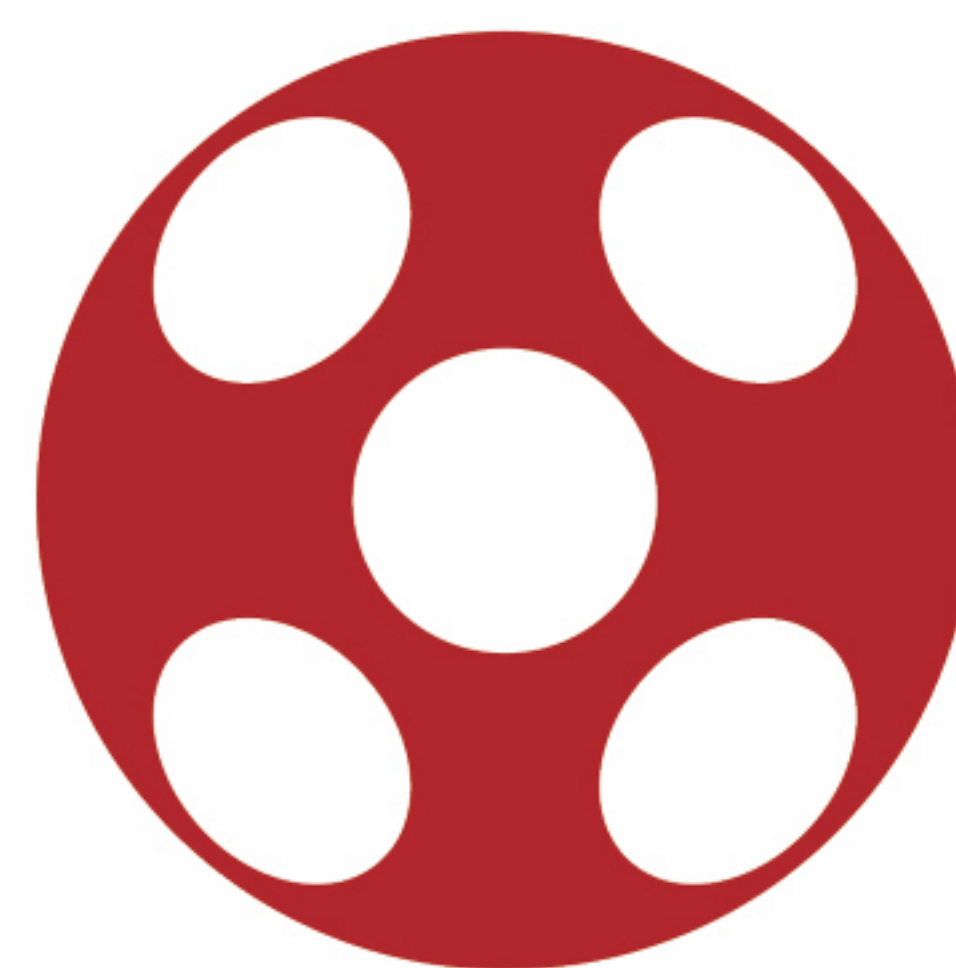
Lady bug



7416 C

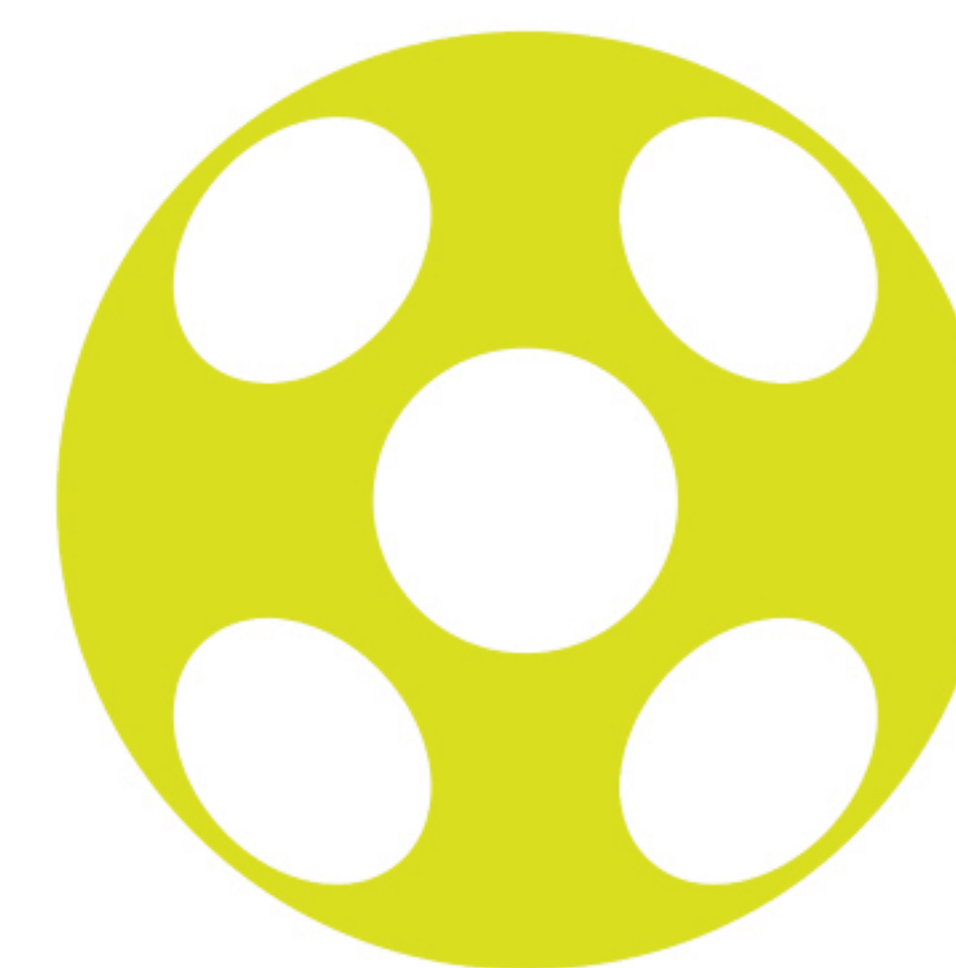


485 C



1805 C

Cat Noir



396 C

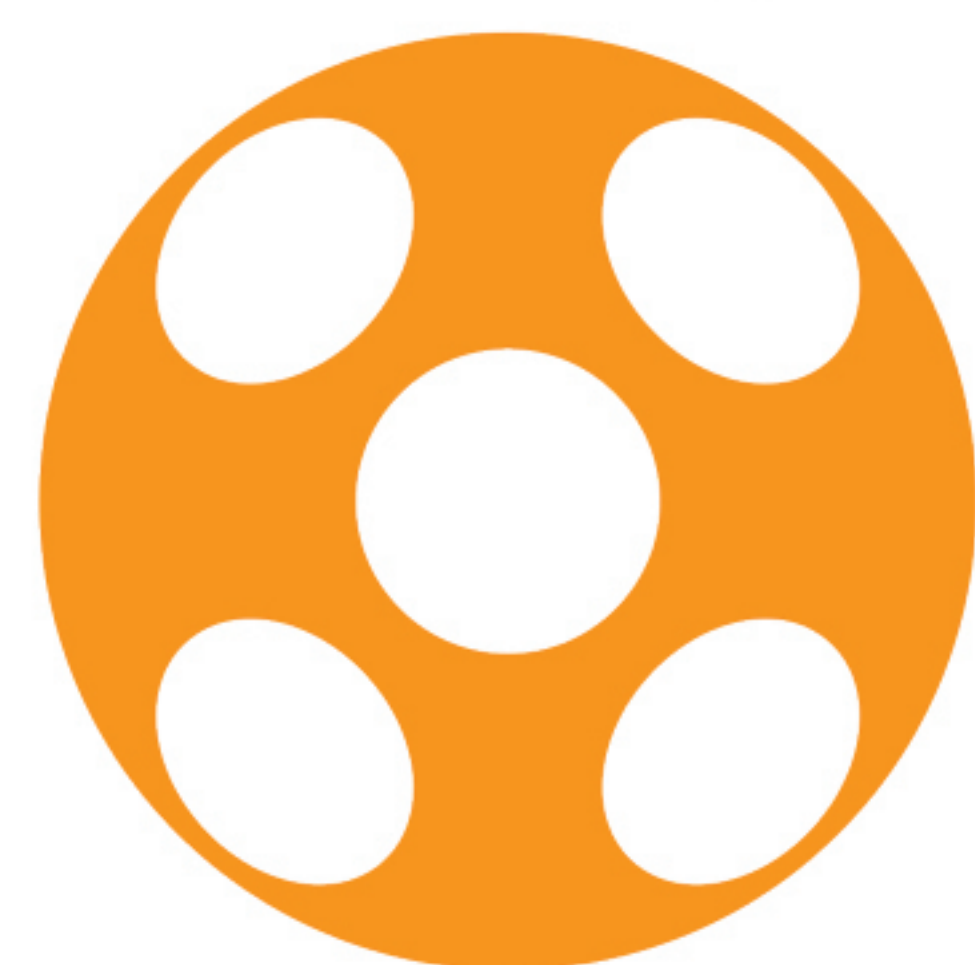


3507 C



376 C

Rena Rouge



2013 C



151 C

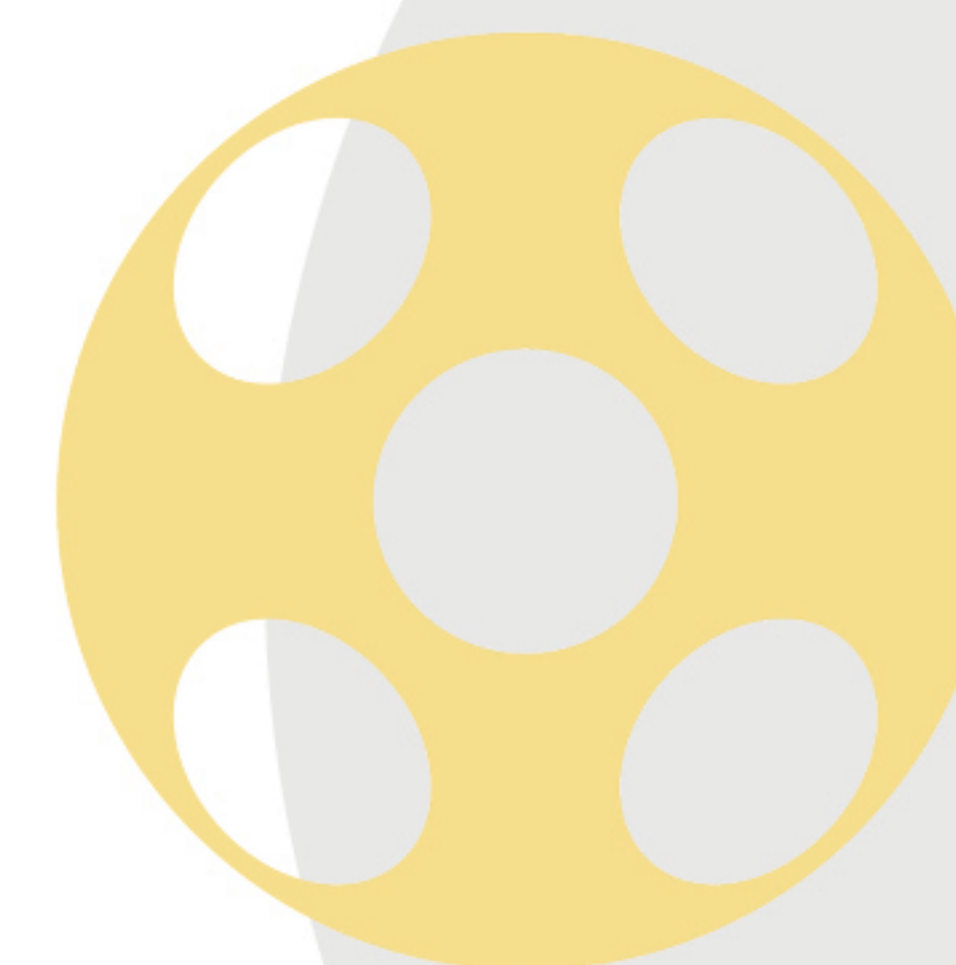


1585 C

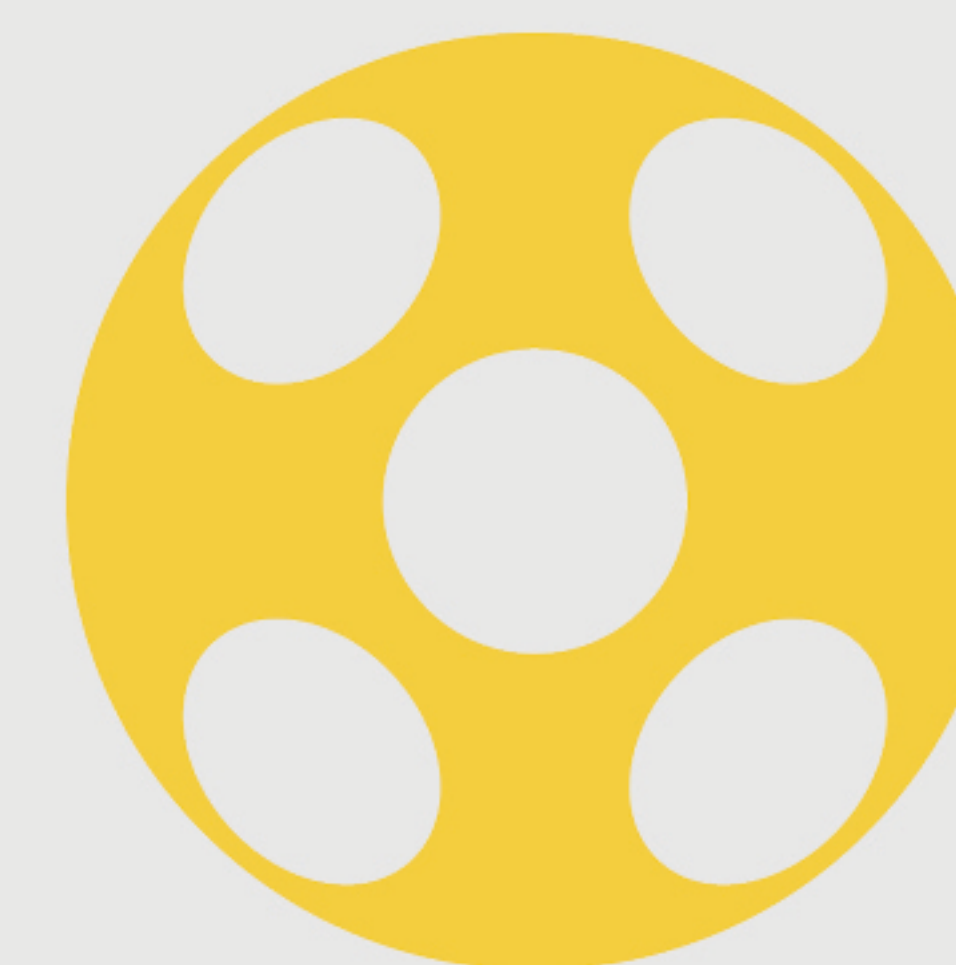


166 C

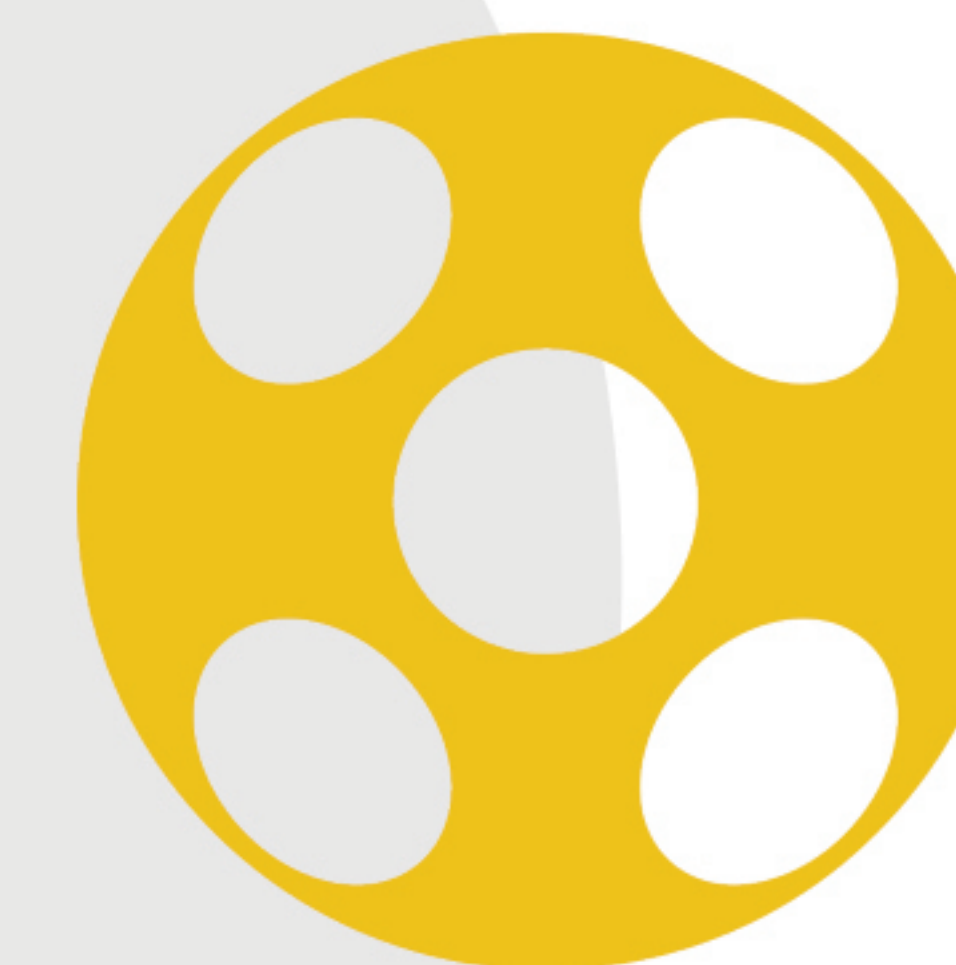
Queen Bee



1205 C

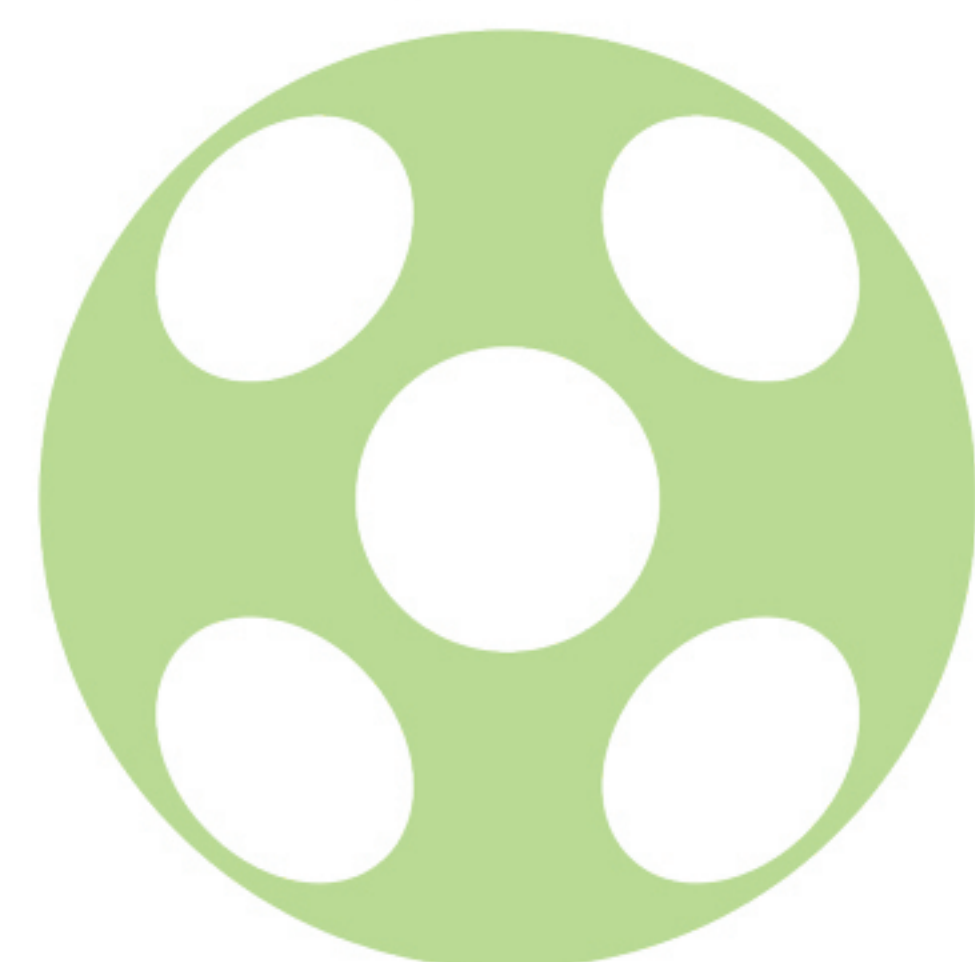


129 C



7406 C

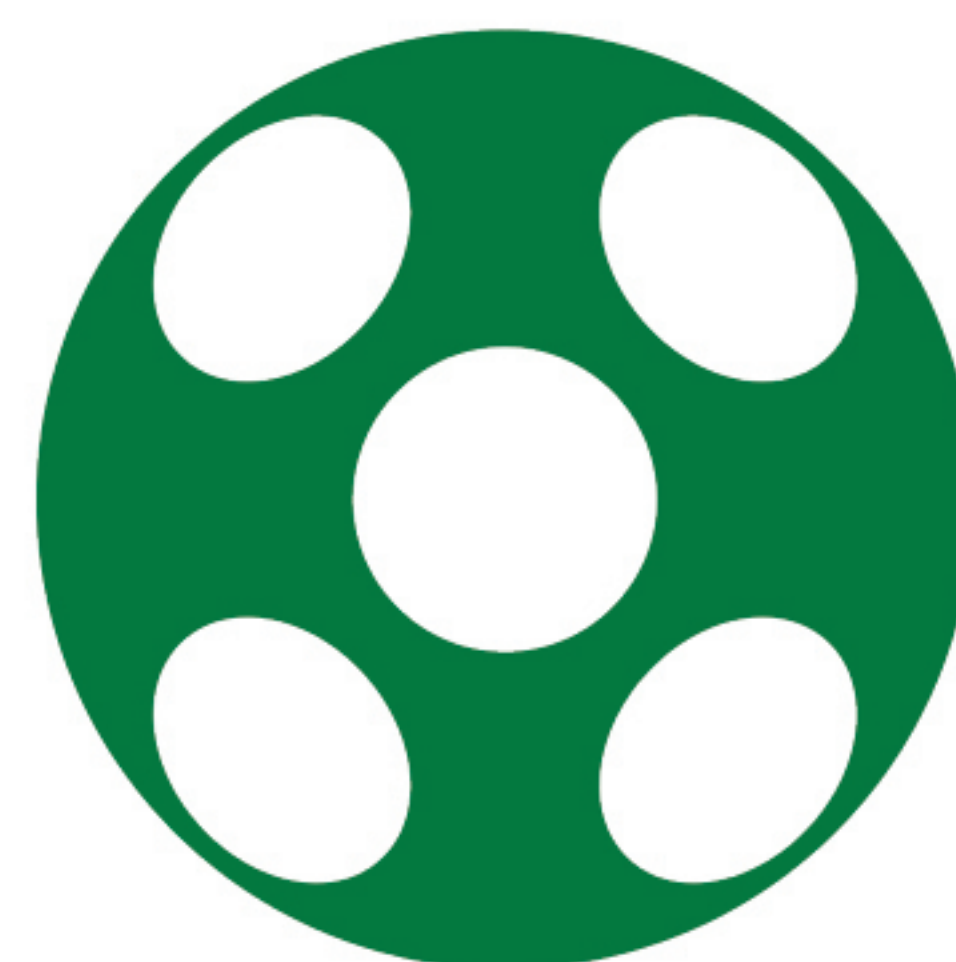
Carapace



7486 C



369 C



356 C



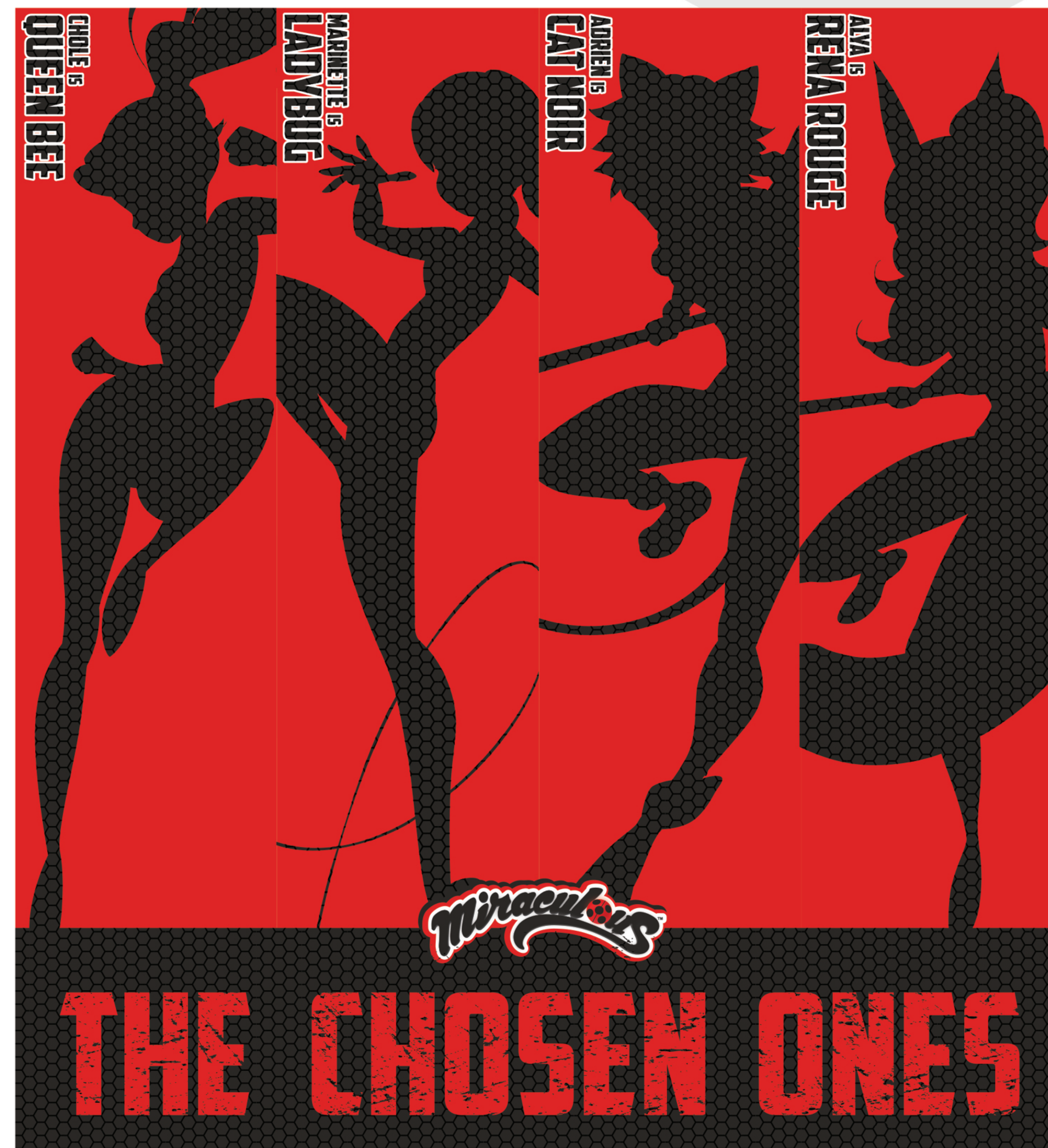
MIR_HEROEZ_GRAPHIC_01A.ai



MIR_HEROEZ_GRAPHIC_01B.ai



MIR_HEROEZ_GRAPHIC_02.ai



MIR_HEROEZ_GRAPHIC_03.ai



MIR_HEROEZ_GRAPHIC_04A.ai



MIR_HEROEZ_GRAPHIC_04B.ai

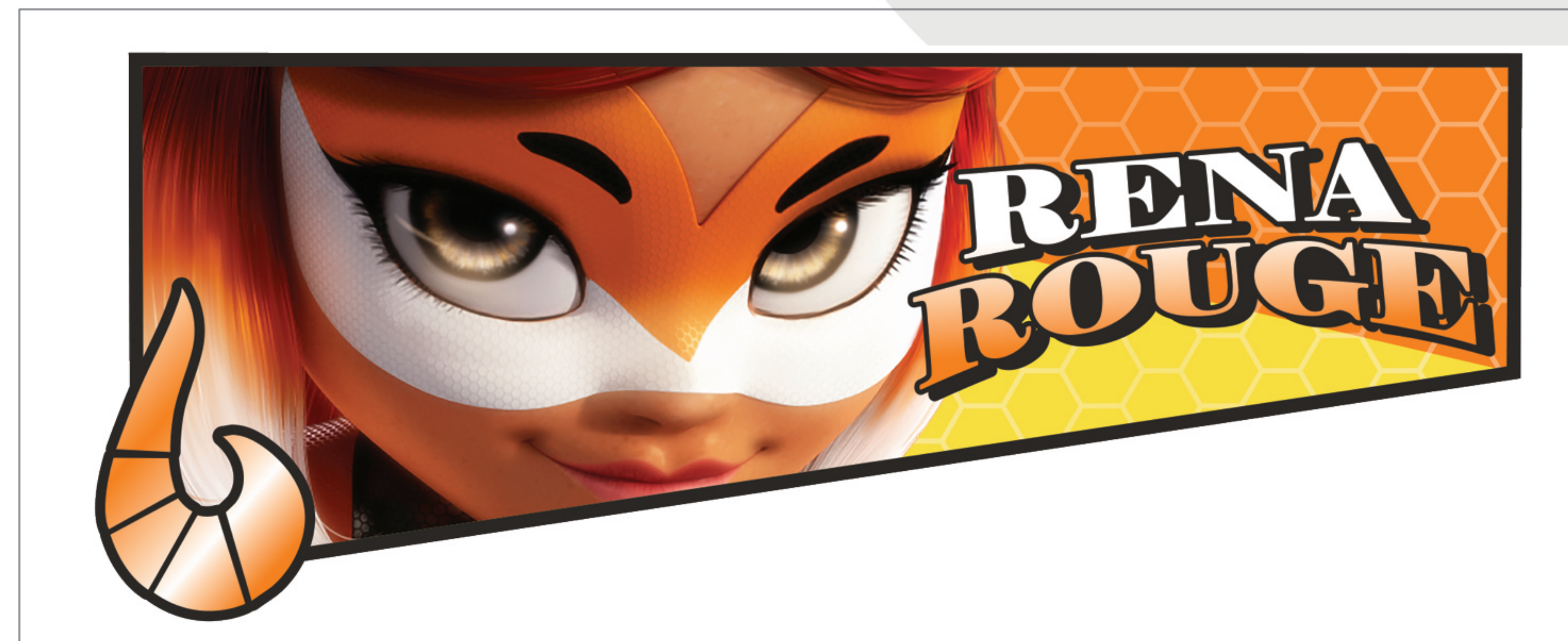


MIR_HEROEZ_GRAPHIC_05.ai





MIR_HEROEZ_GRAPHIC_o6A.ai



MIR_HEROEZ_GRAPHIC_o6B.ai



MIR_HEROEZ_GRAPHIC_o6C.ai



MIR_HEROEZ_GRAPHIC_o6D.ai



MIR_HEROEZ_GRAPHIC_6E.ai



MIR_HEROEZ_GRAPHIC_07.ai



MIR_HEROEZ_GRAPHIC_08.ai



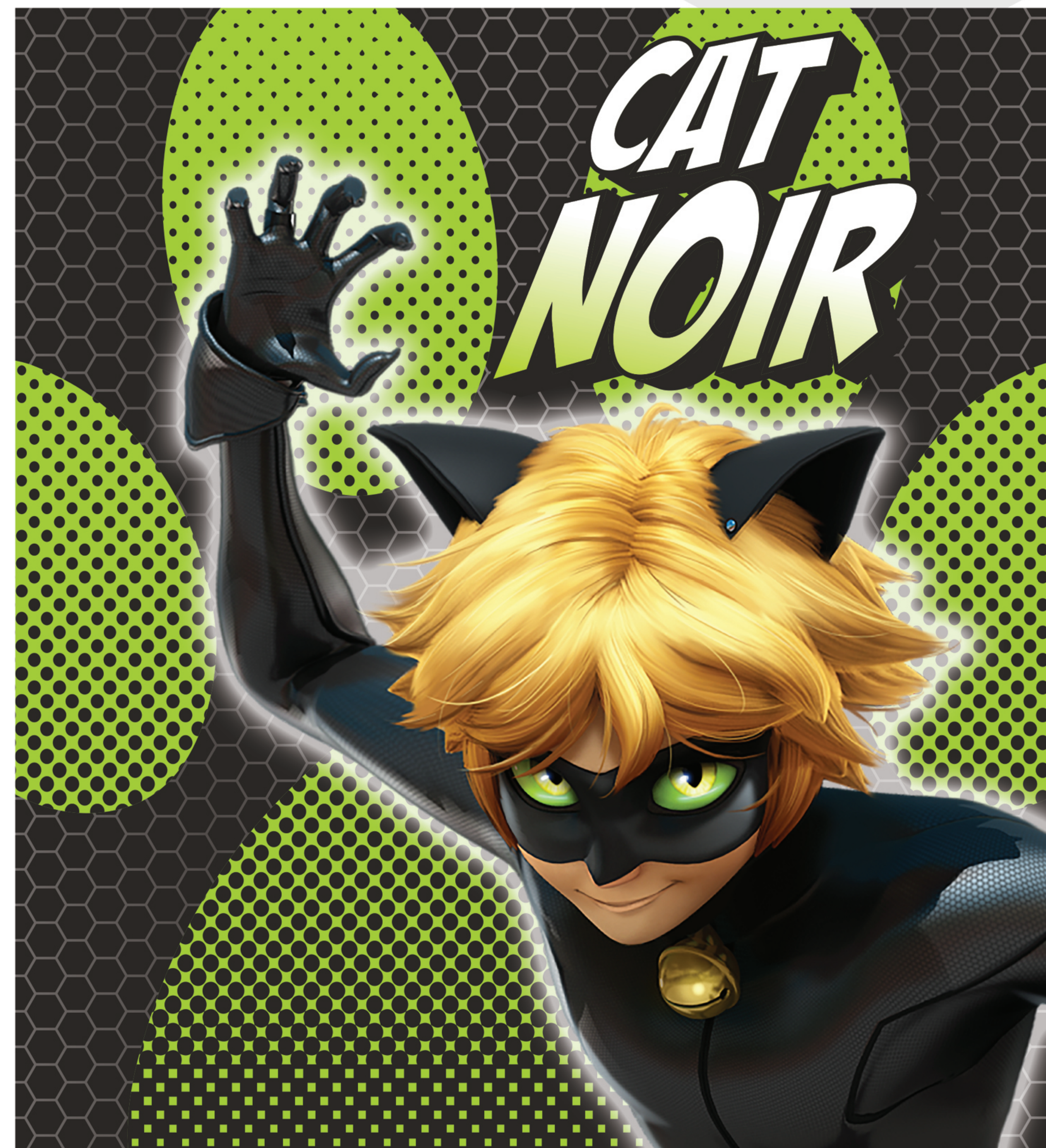
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MIR_HEROEZ_GRAPHIC_10.ai



MIR_HEROEZ_GRAPHIC_11.ai



MIR_HEROEZ_GRAPHIC_12.ai



MIR_HEROEZ_GRAPHIC_13.ai



MIR_HEROEZ_GRAPHIC_14.ai



MIR_HEROEZ_GRAPHIC_15.ai



MIR_HEROEZ_GRAPHIC_16.ai





MIR_HEROEZ_GRAPHIC_17.ai



MIR_HEROEZ_GRAPHIC_18.ai



MIR_HEROEZ_GRAPHIC_19.ai



MIR_HEROEZ_GRAPHIC_20.ai



MIR_HEROEZ_GRAPHIC_21.ai



MIR_HEROEZ_GRAPHIC_22A.ai



MIR_HEROEZ_GRAPHIC_22B.ai



MIR_HEROEZ_GRAPHIC_22C.ai



MIR_HEROEZ_GRAPHIC_22D.ai



MIR_HEROEZ_GRAPHIC_23.ai



MIR_HEROEZ_GRAPHIC_24.ai



MIR_HEROEZ_GRAPHIC_25.ai



MIR_HEROEZ_GRAPHIC_26.ai





MIR_HEROEZ_GRAPHIC_27.ai



MIR_HEROEZ_GRAPHIC_28.ai





MIR_HEROEZ_GRAPHIC_29.ai



MIR_HEROEZ_GRAPHIC_30.ai





MIR_HEROEZ_GRAPHIC_31.ai



MIR_HEROEZ_GRAPHIC_32A.ai



MIR_HEROEZ_GRAPHIC_32B.ai



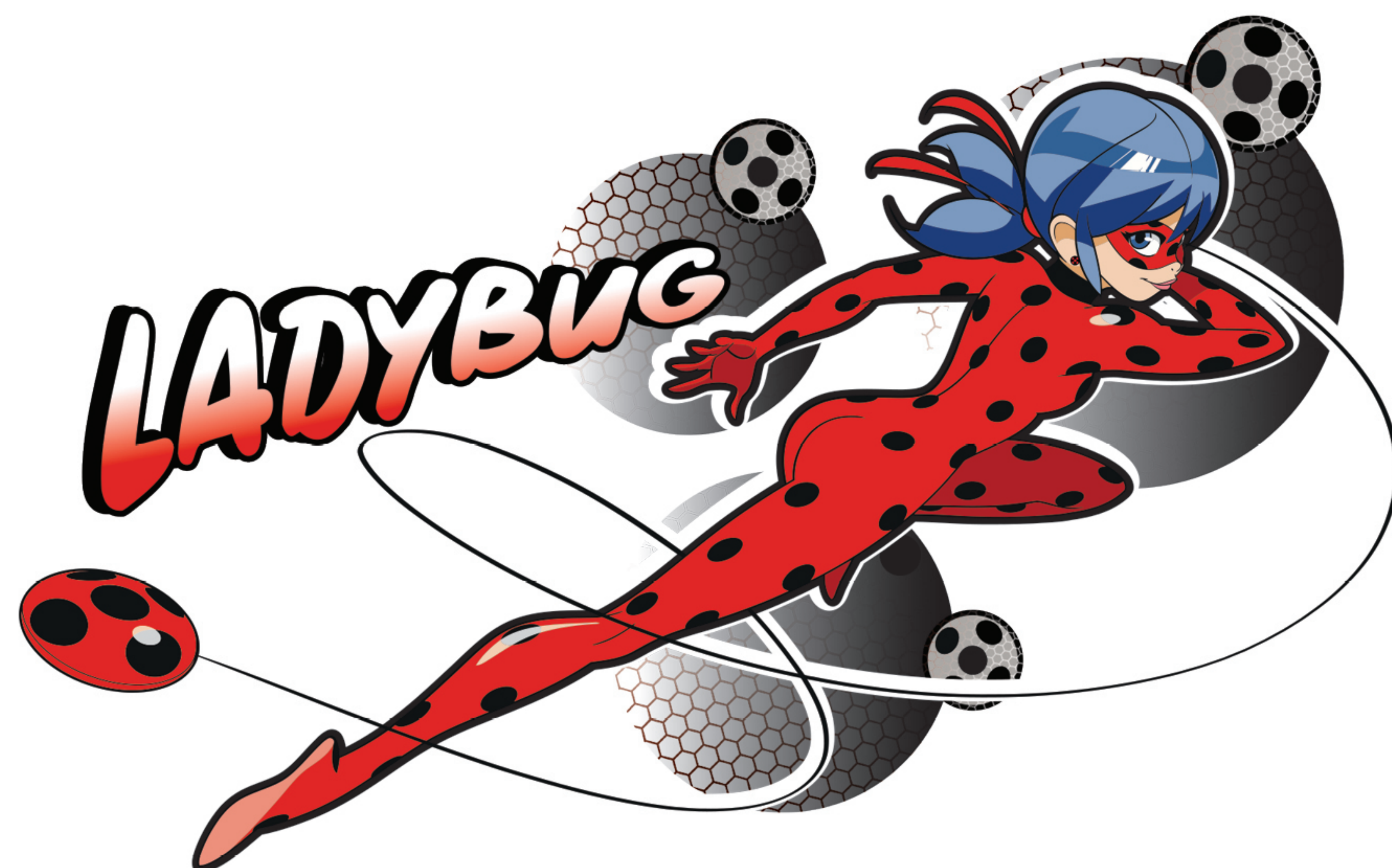
MIR_HEROEZ_GRAPHIC_32C.ai



MIR_HEROEZ_GRAPHIC_33.ai



MIR_HEROEZ_GRAPHIC_34.ai



MIR_HEROEZ_BADGE_01.ai



MIR_HEROEZ_BADGE_02.ai



MIR_HEROEZ_BADGE_03.ai



MIR_HEROEZ_BADGE_04.ai



MIR_HEROEZ_BADGE_05.ai



MIR_HEROEZ_BADGE_06.ai



MIR_HEROEZ_BADGE_07.ai



MIR_HEROEZ_BADGE_08.ai



MIR_HEROEZ_BADGE_09.ai



MIR_HEROEZ_BADGE_10.ai



MIR_HEROEZ_BADGE_11.ai



MIR_HEROEZ_BADGE_12.ai



MIR_HEROEZ_BADGE_13.ai



MIR_HEROEZ_BADGE_14.ai



MIR_HEROEZ_BADGE_15.ai



MIR_HEROEZ_BADGE_16.ai



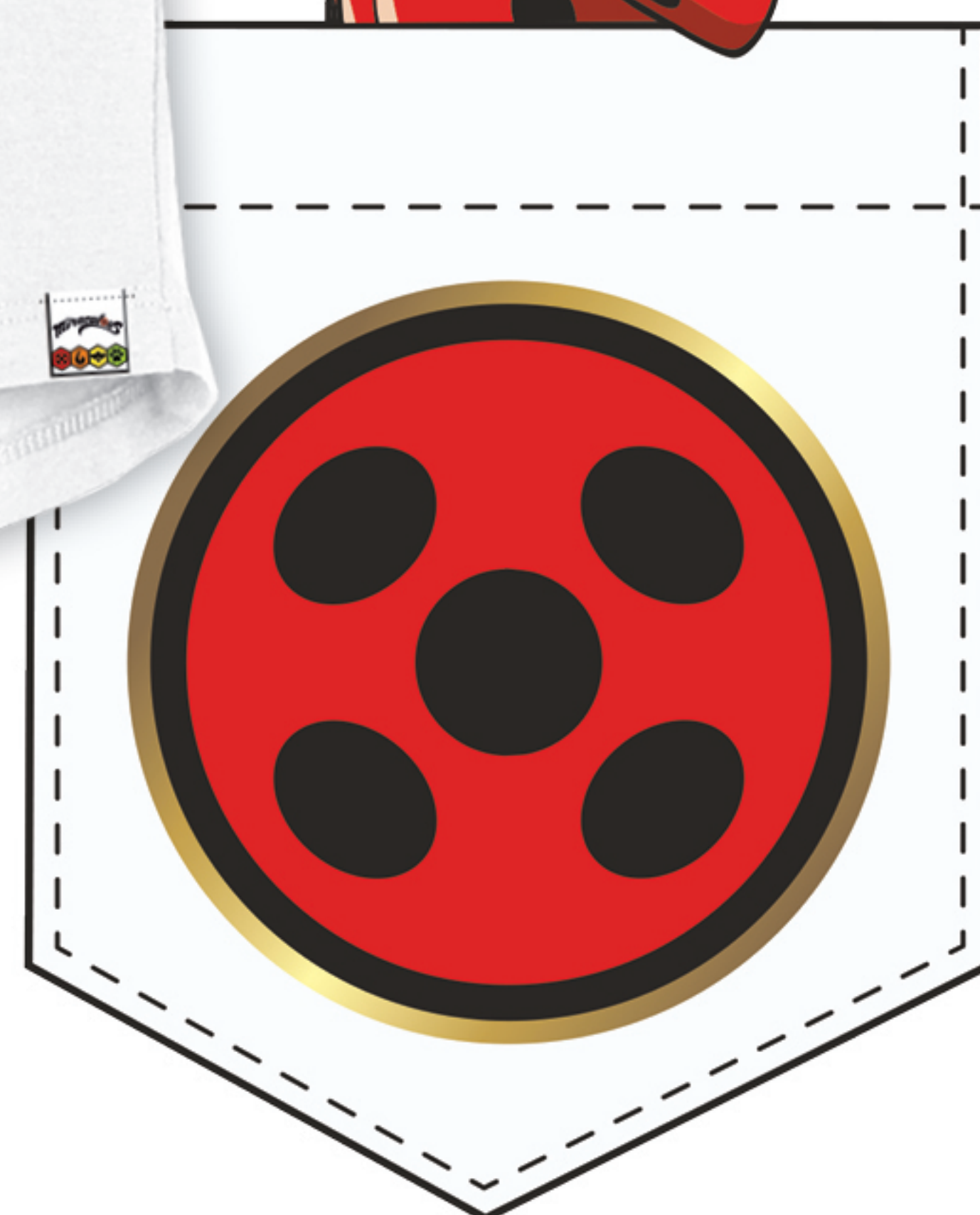
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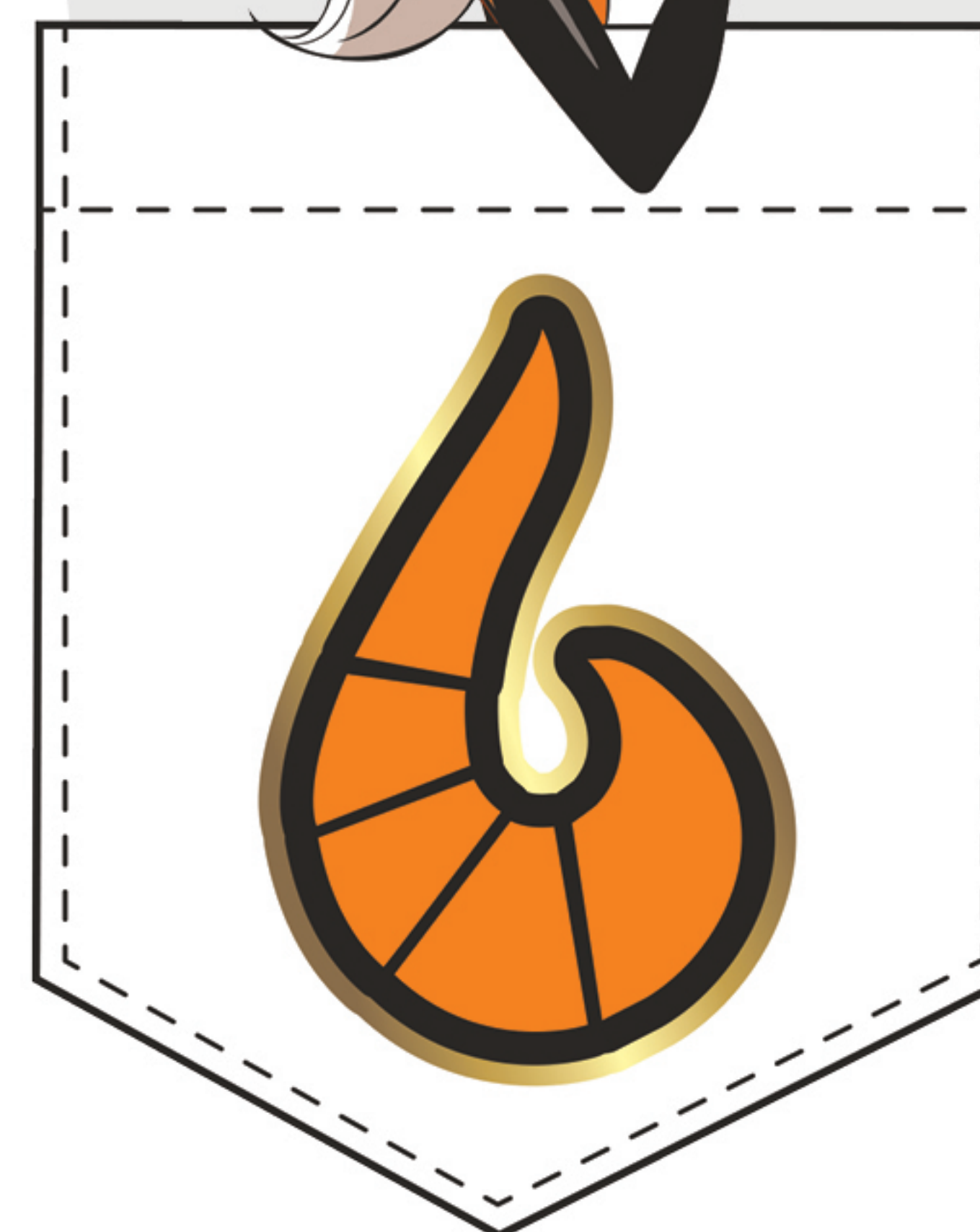
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MIR_HEROEZ_BADGE_20.ai



MIR_HEROEZ_BADGE_21.ai



MIR_HEROEZ_BADGE_22.ai



MIR_HEROEZ_BADGE_23.ai



MIR_HEROEZ_BORDERS_01.ai



MIR_HEROEZ_BORDERS_02.ai



MIR_HEROEZ_BORDERS_03.ai



MIR_HEROEZ_BORDERS_04.ai



MIR_HEROEZ_BORDERS_05.ai



MIR_HEROEZ_BORDERS_06.ai



MIR_HEROEZ_BORDERS_07.ai



MIR_HEROEZ_BORDERS_08.ai



MIR_HEROEZ_BORDERS_09.ai



MIR_HEROEZ_BORDERS_10.ai



MIR_HEROEZ_BORDERS_11.ai



MIR_HEROEZ_ICONS_01.ai



MIR_LADYBUG_ICON_01.png

MIR_CAT_NOIR_ICON_01.png

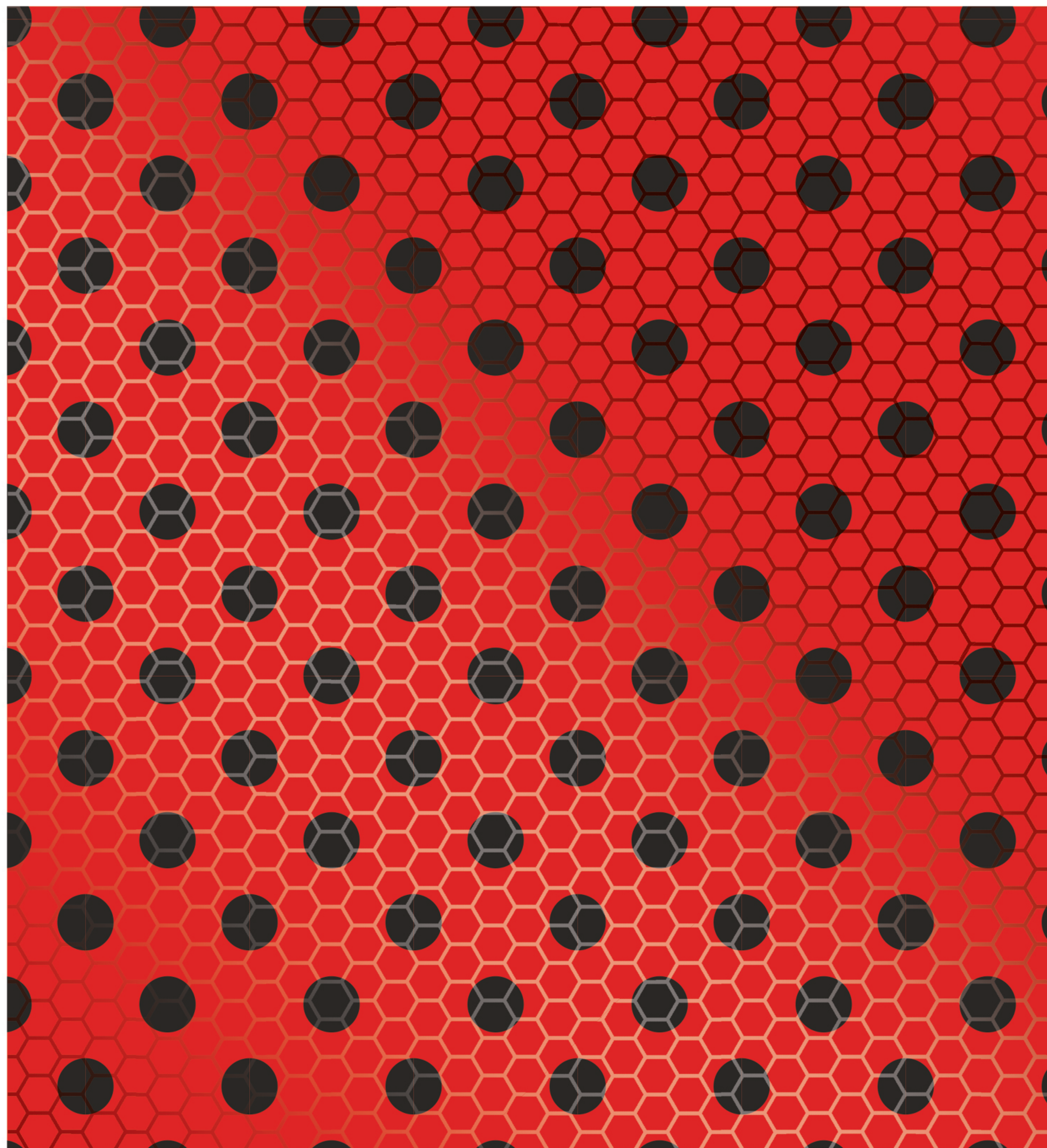
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MIR_QUEEN_BEE_ICON_01.png

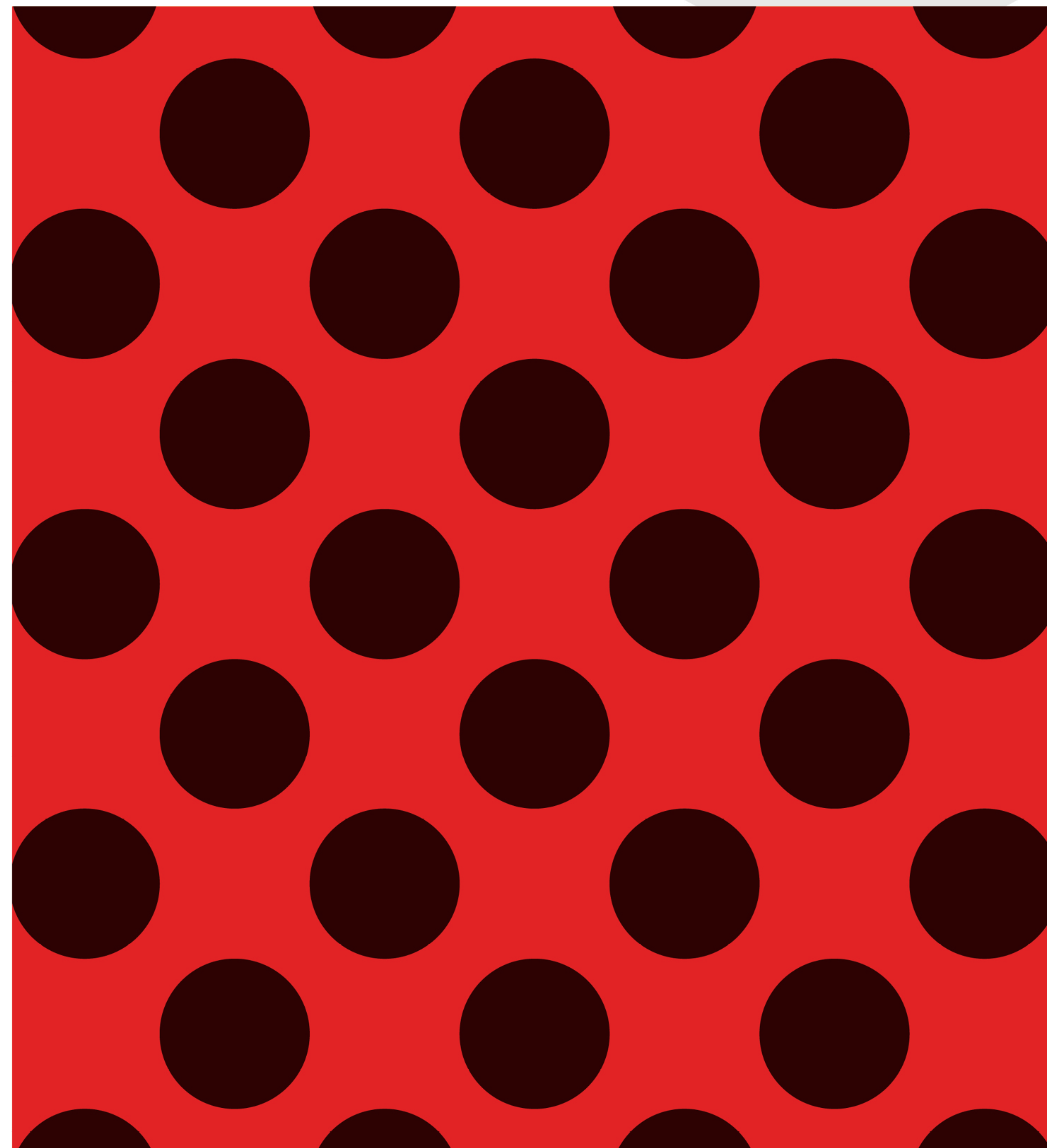
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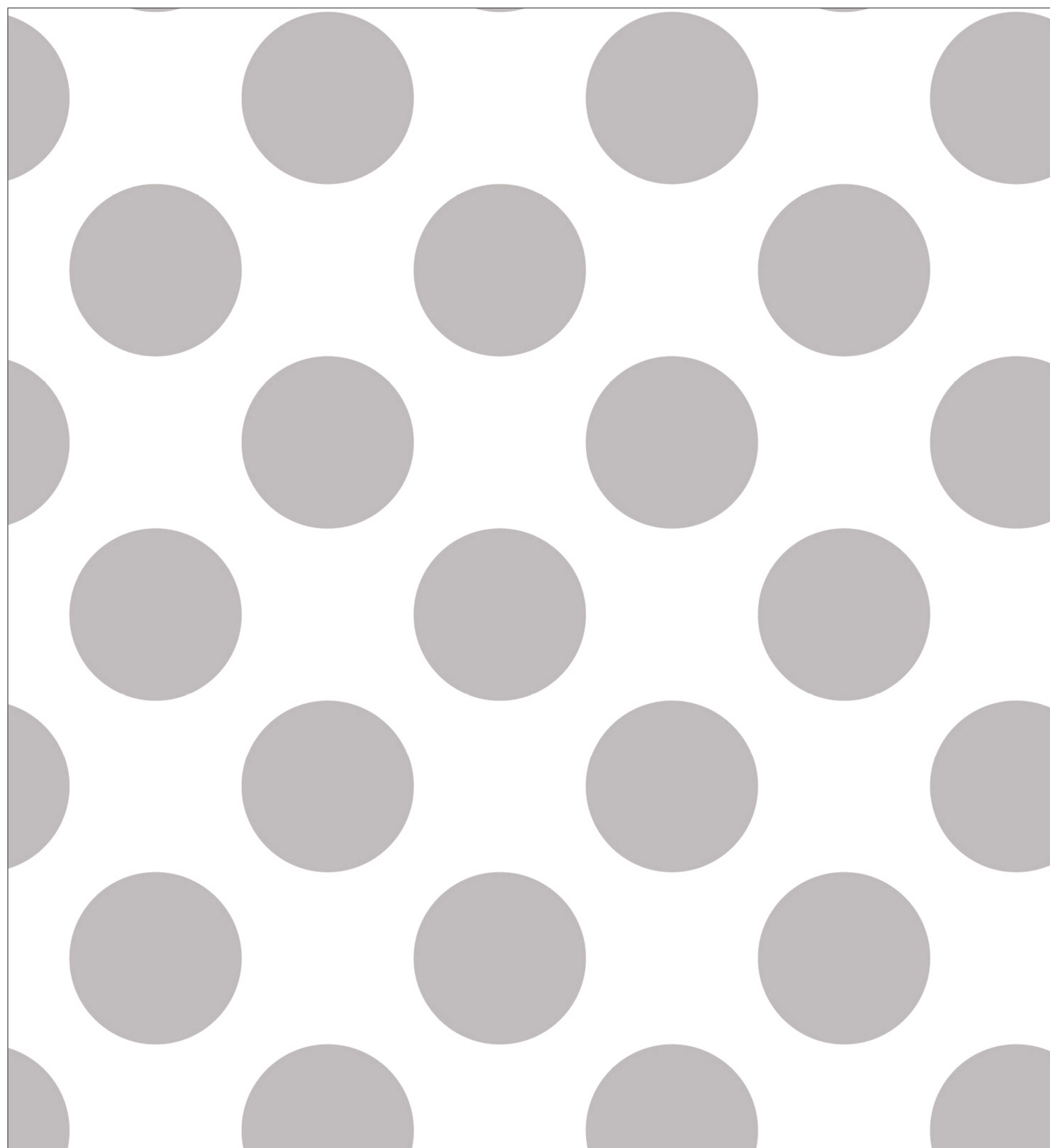
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MIR_HEROEZ_AOP_01.ai



MIR_HEROEZ_AOP_02.ai



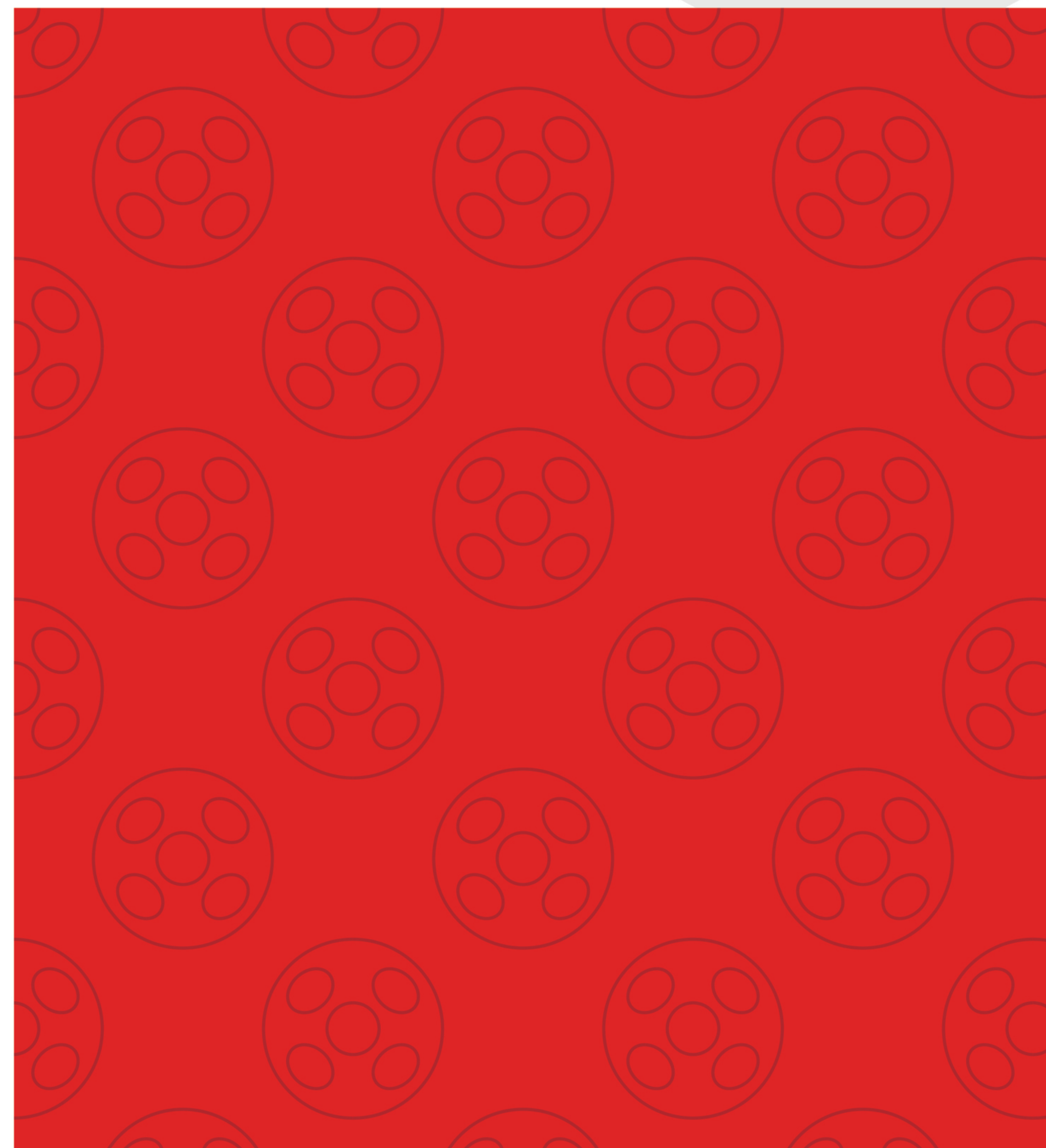
MIR_HEROEZ_AOP_03.ai



MIR_HEROEZ_AOP_04.ai



MIR_HEROEZ_AOP_05A.ai



MIR_HEROEZ_AOP_05B.ai



MIR_HEROEZ_AOP_o6A.ai



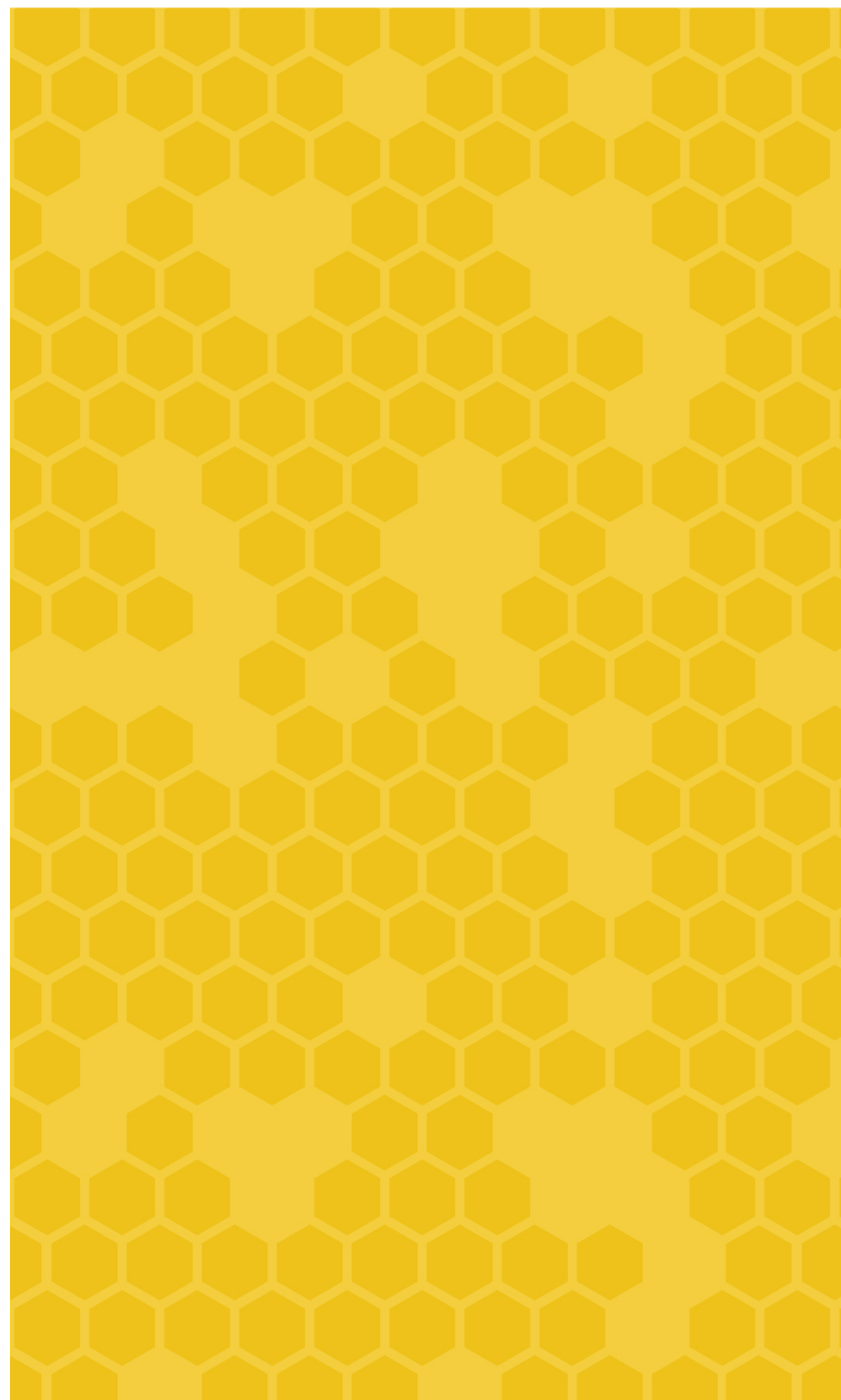
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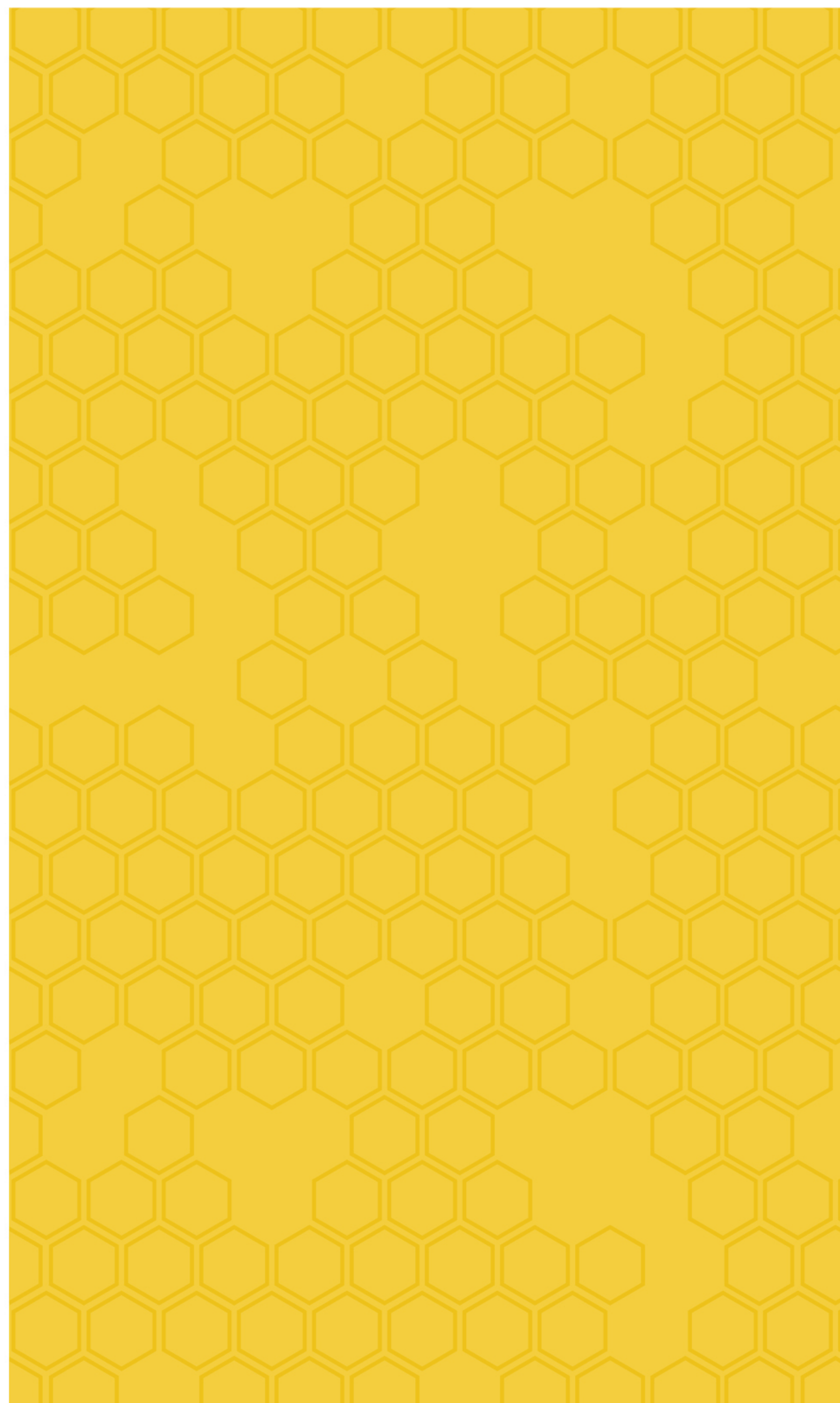
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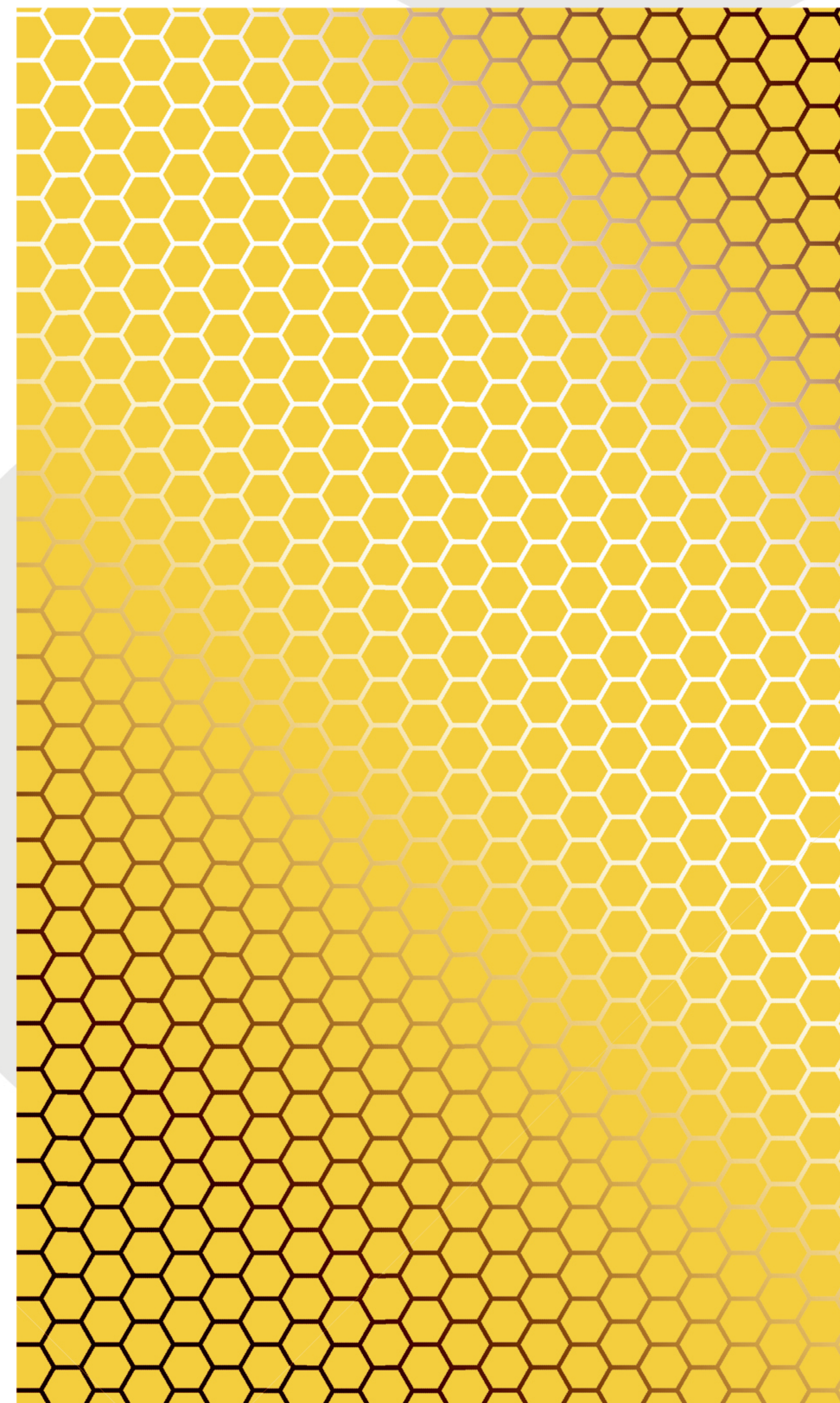
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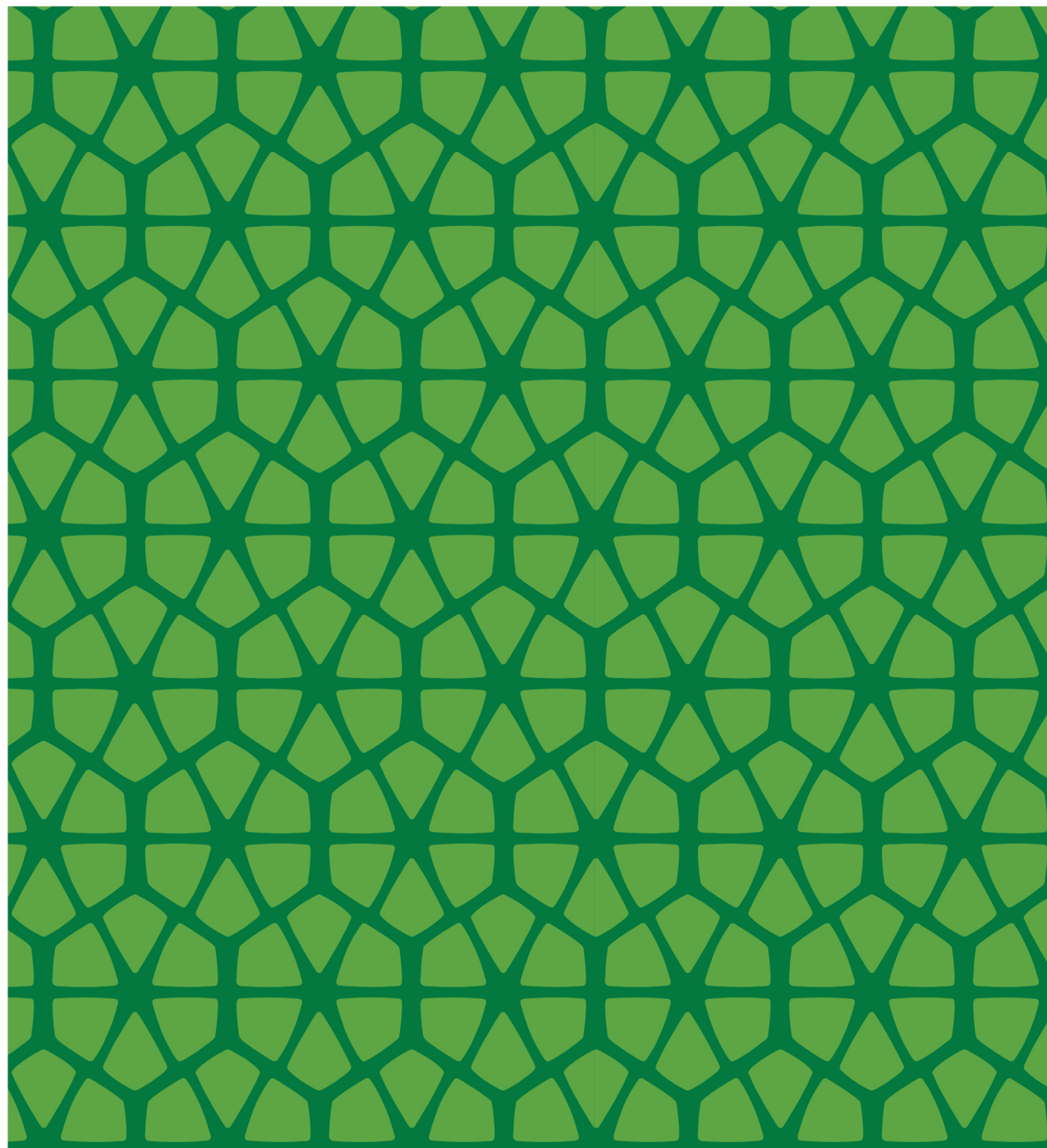
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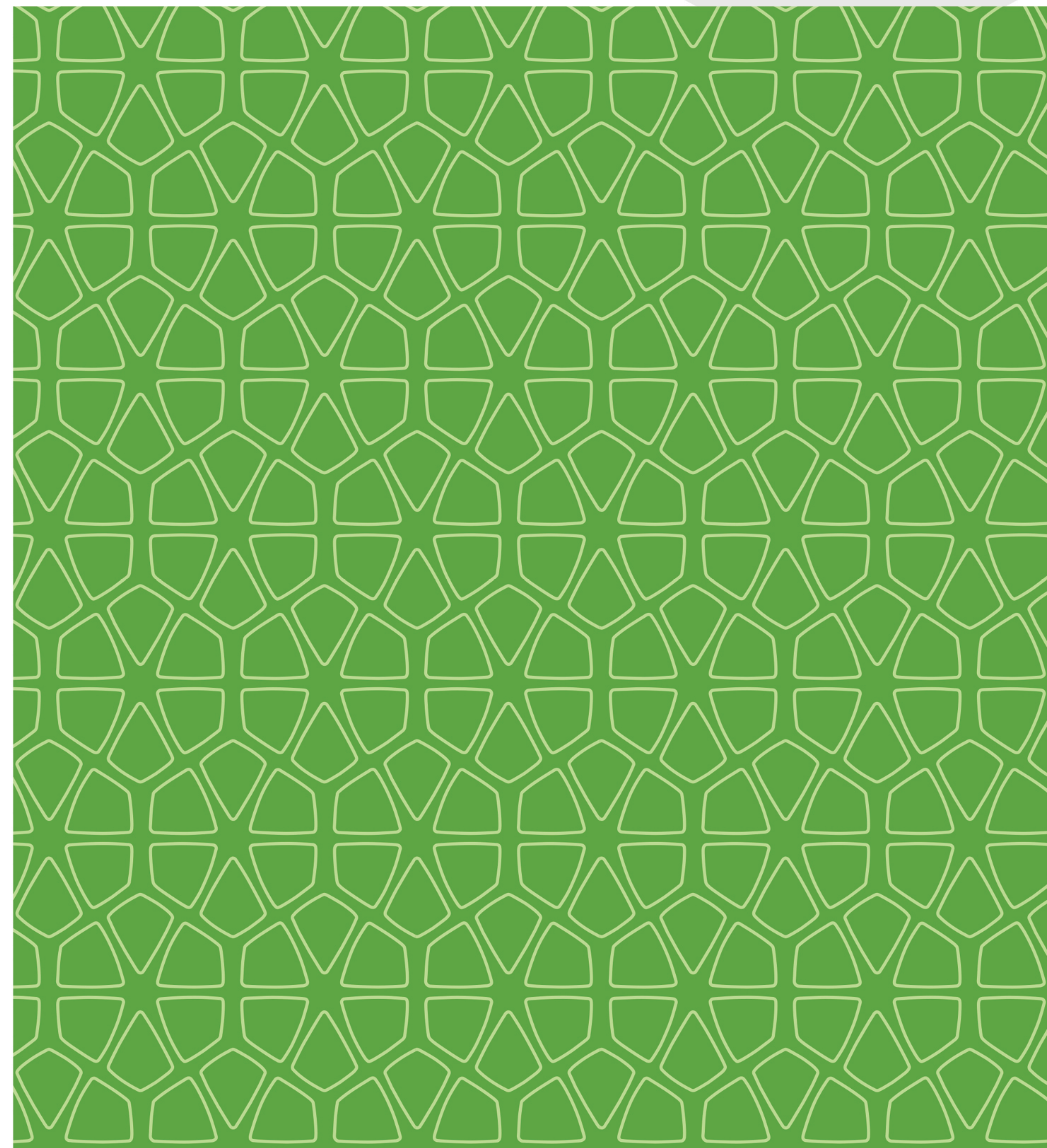
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MIR_HEROEZ_AOP_o8C.ai



MIR_HEROEZ_AOP_09A.ai



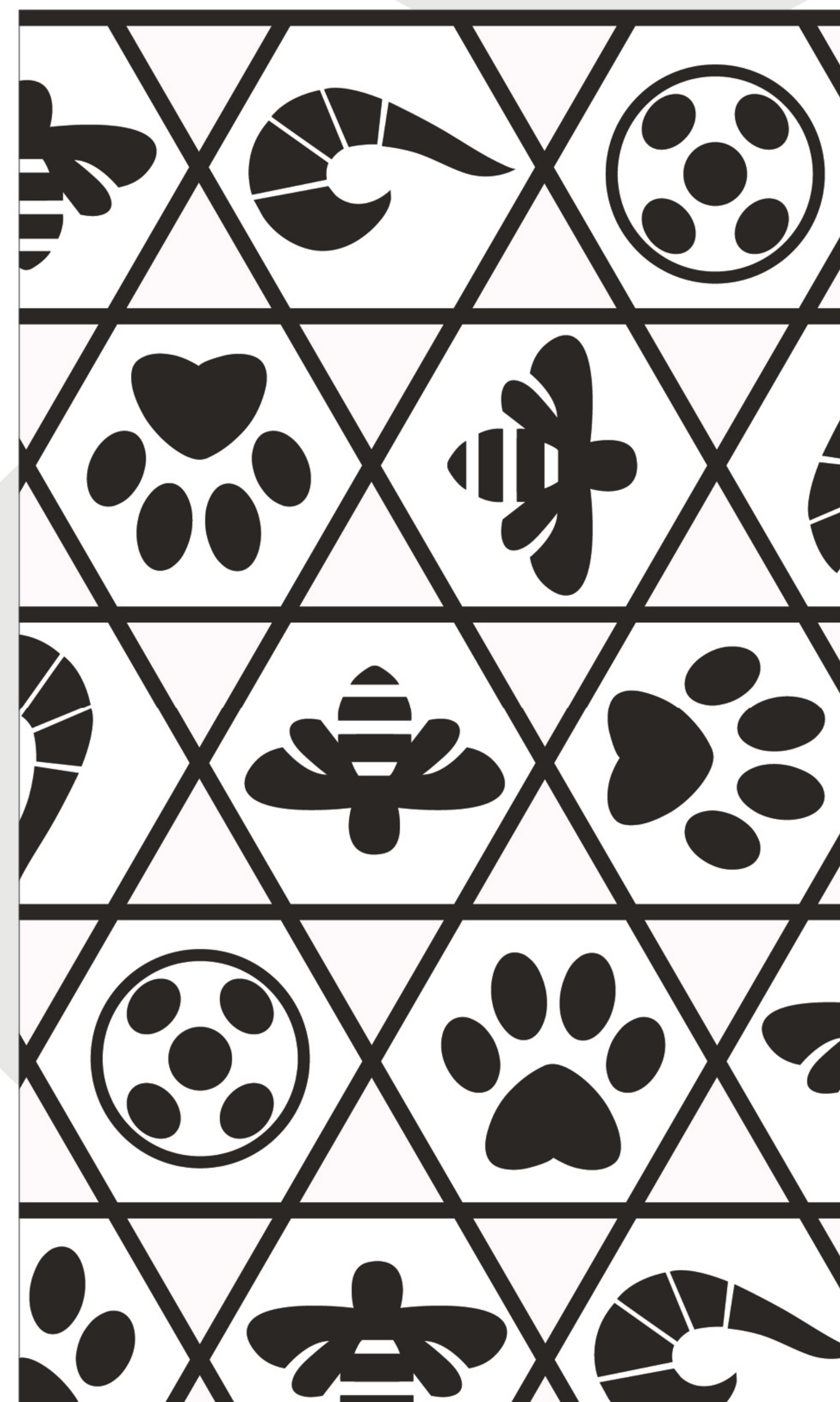
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MIR_HEROEZ_AOP_10A.ai



MIR_HEROEZ_AOP_10B.ai



MIR_HEROEZ_AOP_11.ai



MIR_HEROEZ_AOP_12A.ai



MIR_HEROEZ_AOP_12B.ai



MIR_HEROEZ_AOP_13A.ai



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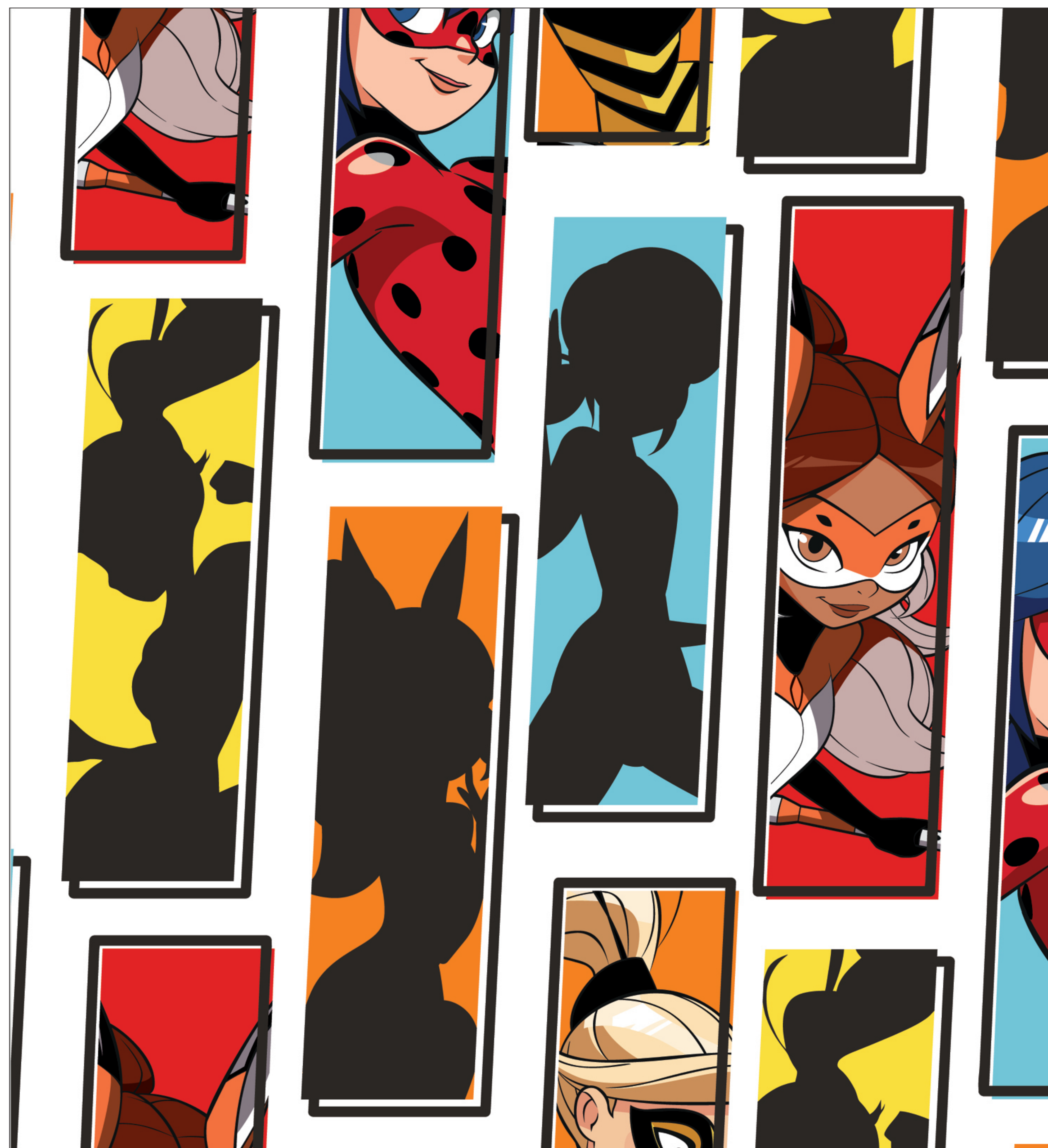
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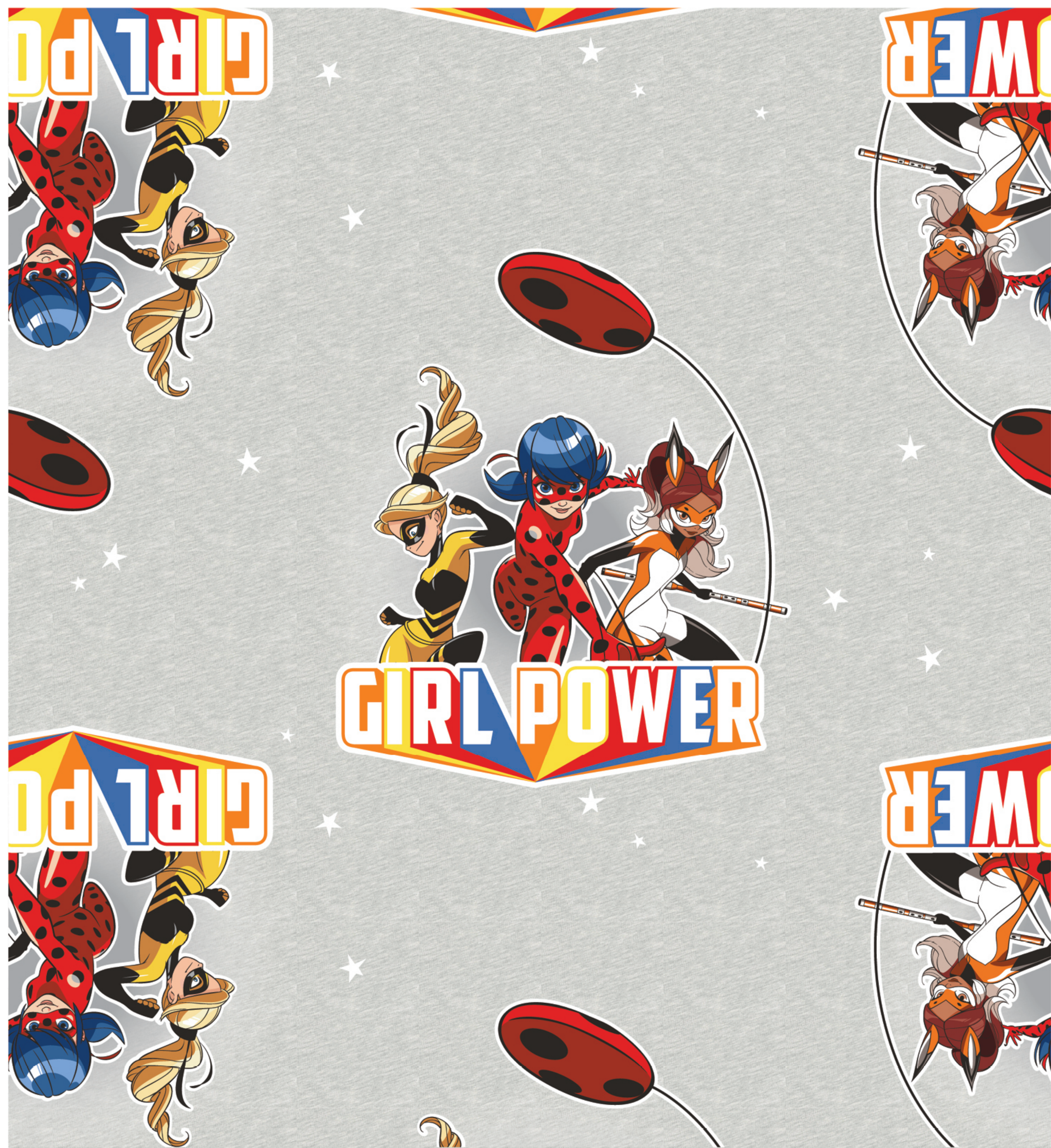
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MIR_HEROEZ_AOP_15A.ai



MIR_HEROEZ_AOP_15B.ai



MIR_HEROEZ_AOP_16A.ai



MIR_HEROEZ_AOP_16B.ai



MIR_HEROEZ_AOP_17A.ai



MIR_HEROEZ_AOP_17B.ai



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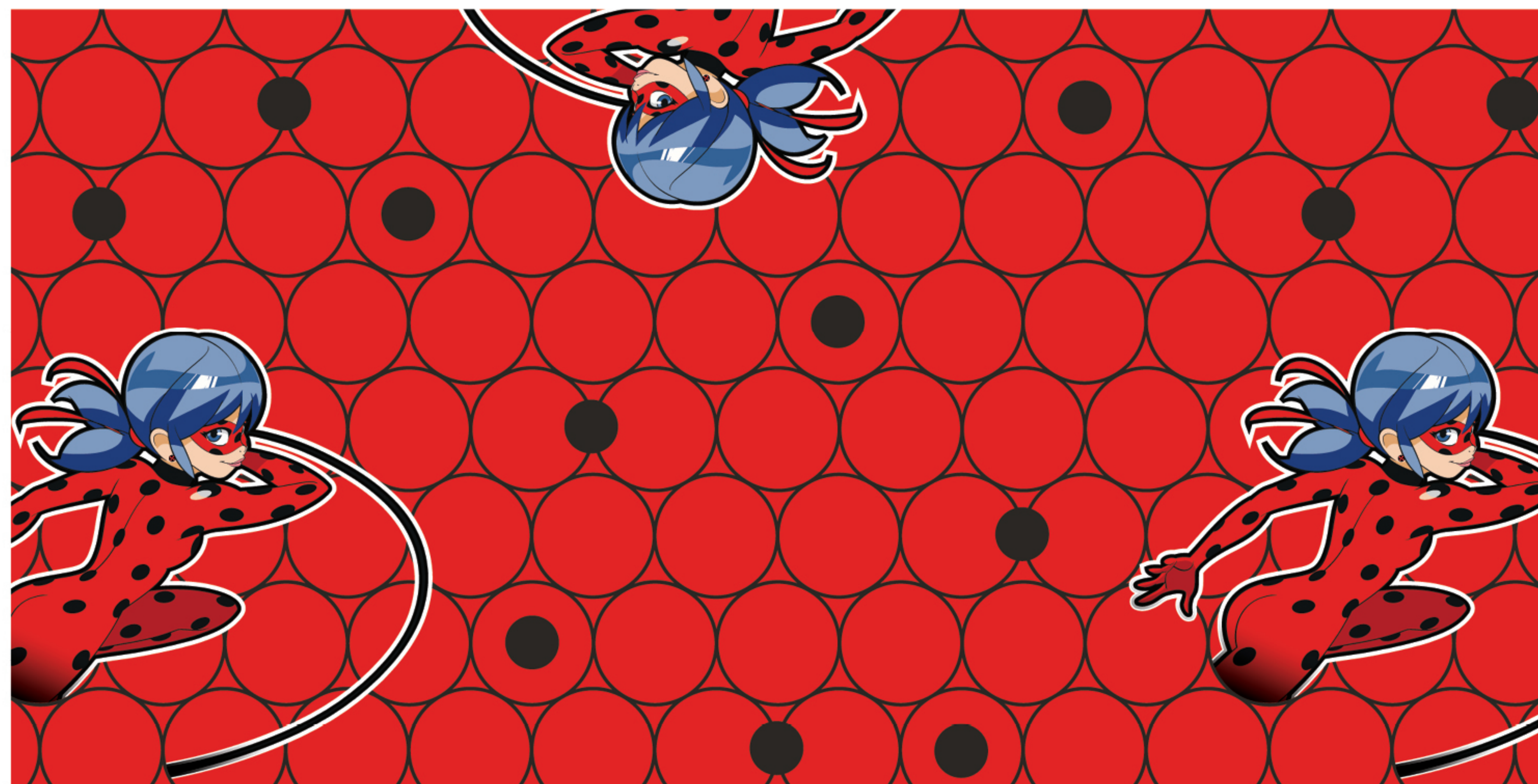
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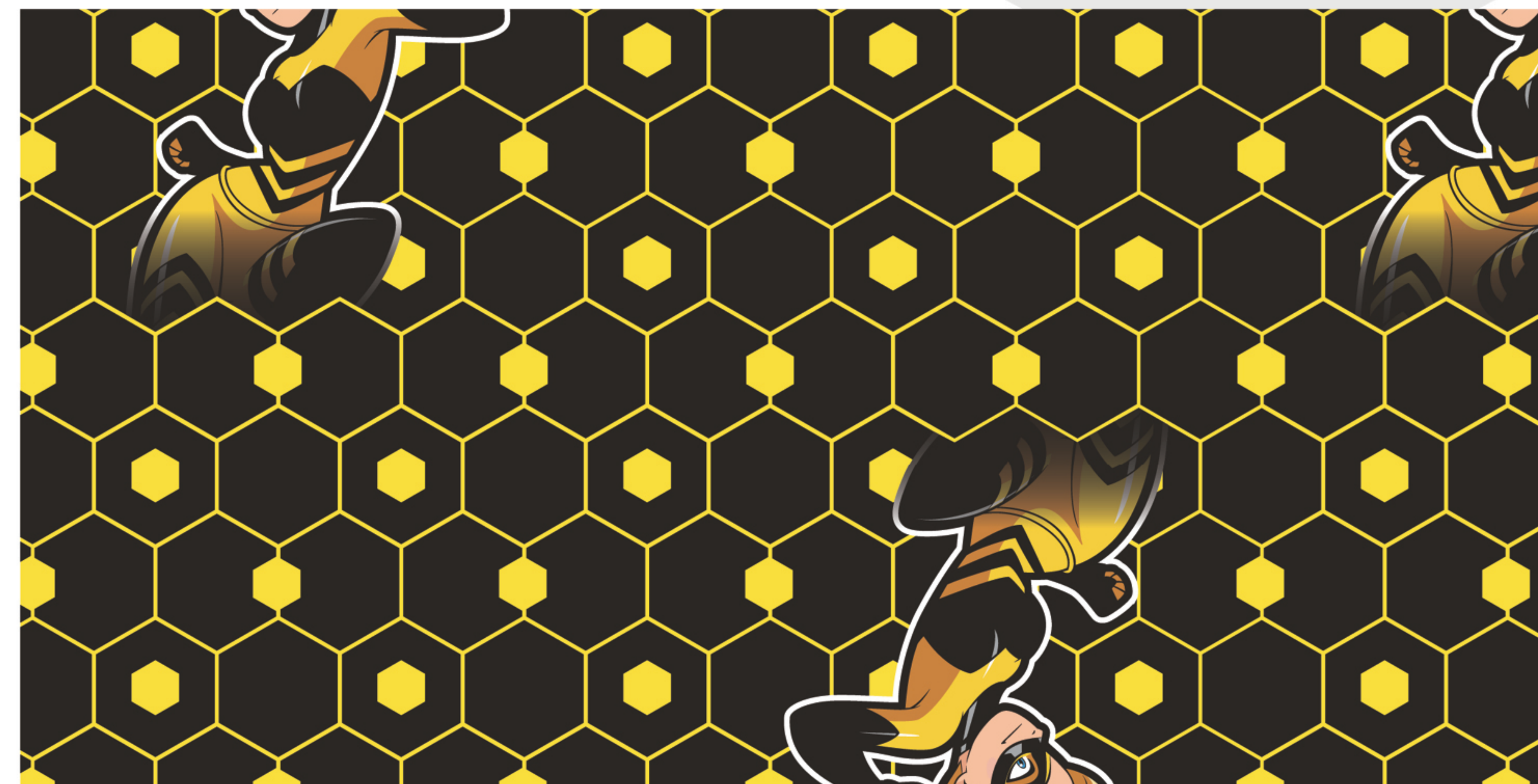
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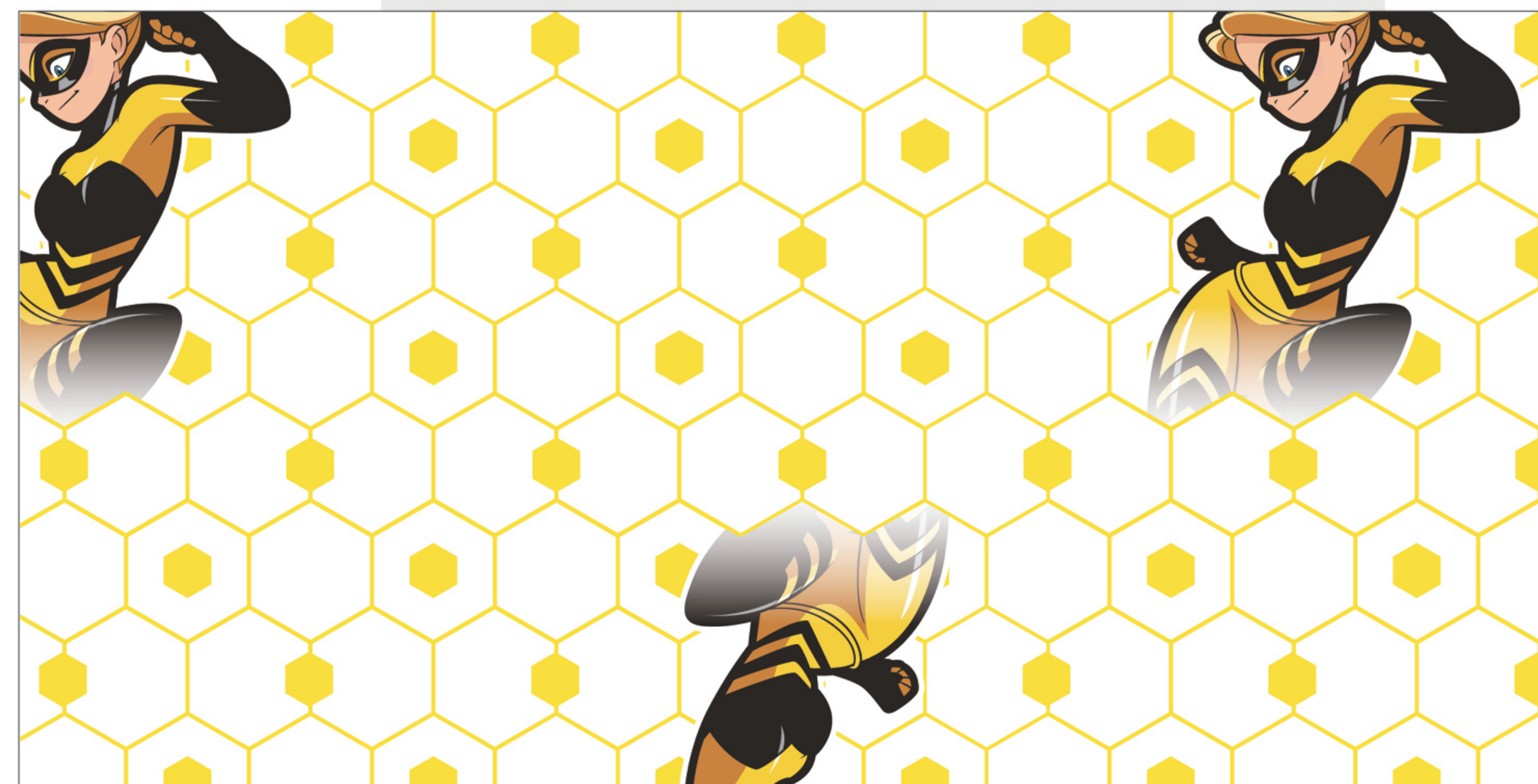
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MIR_HEROEZ_AOP_20C.ai



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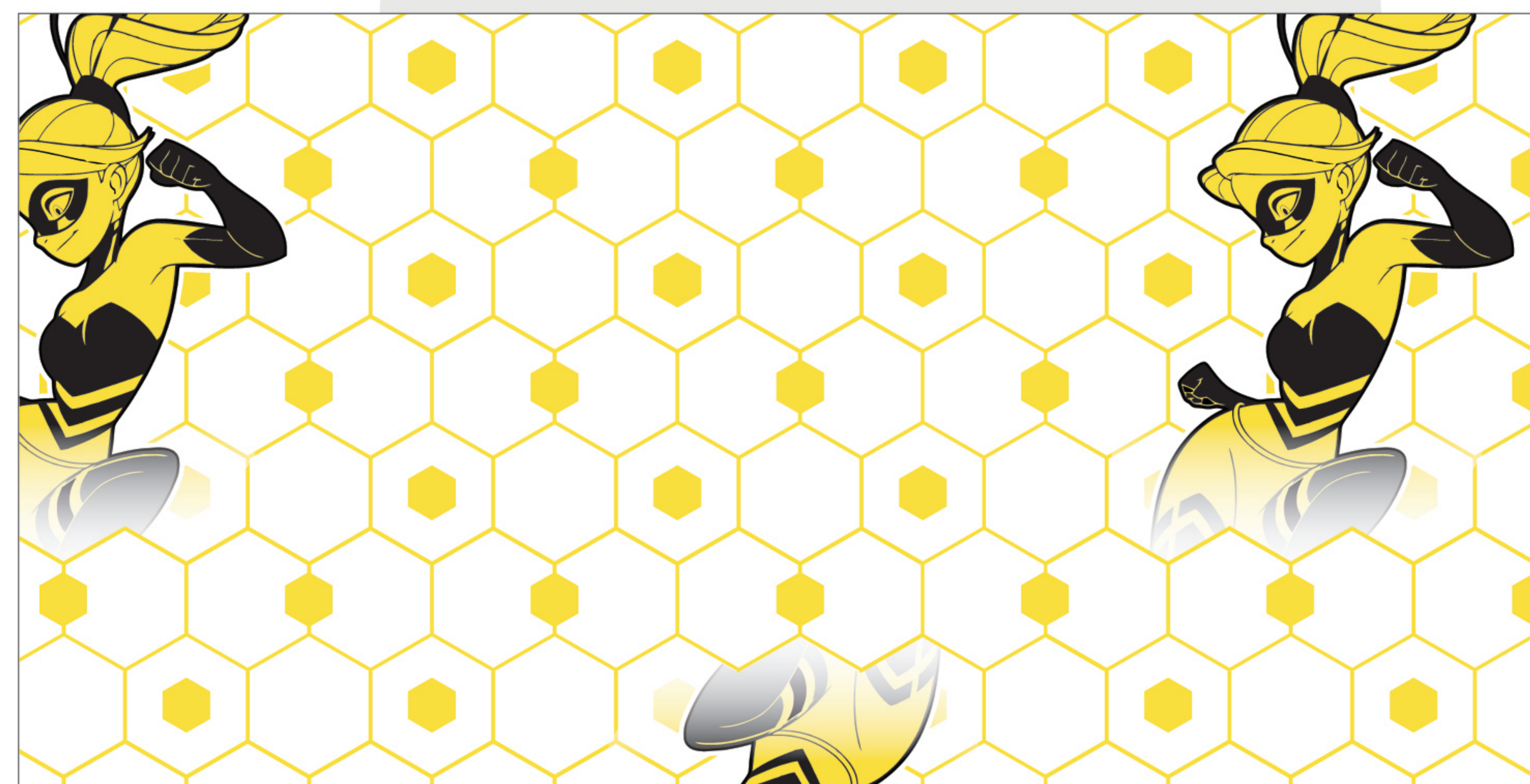
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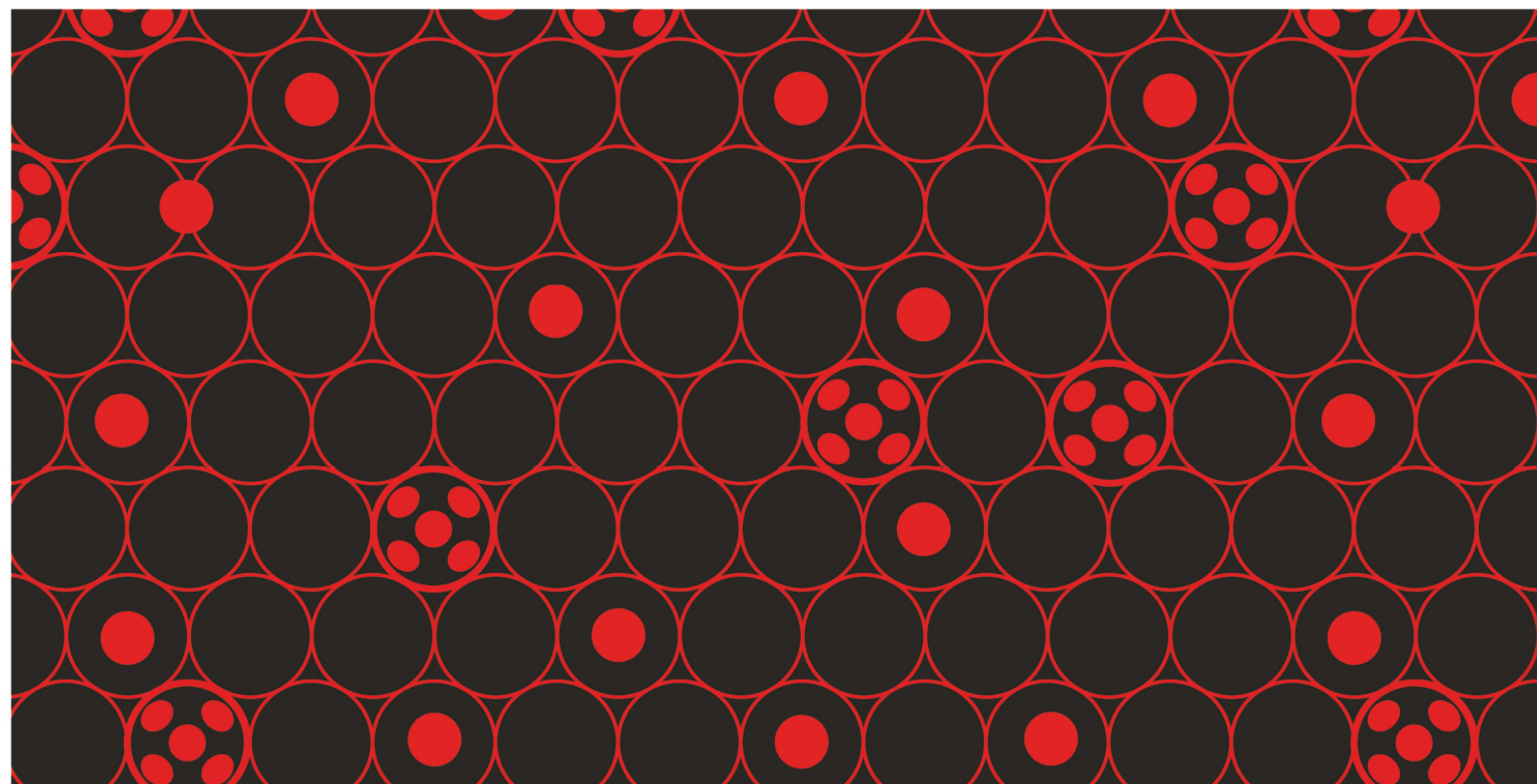
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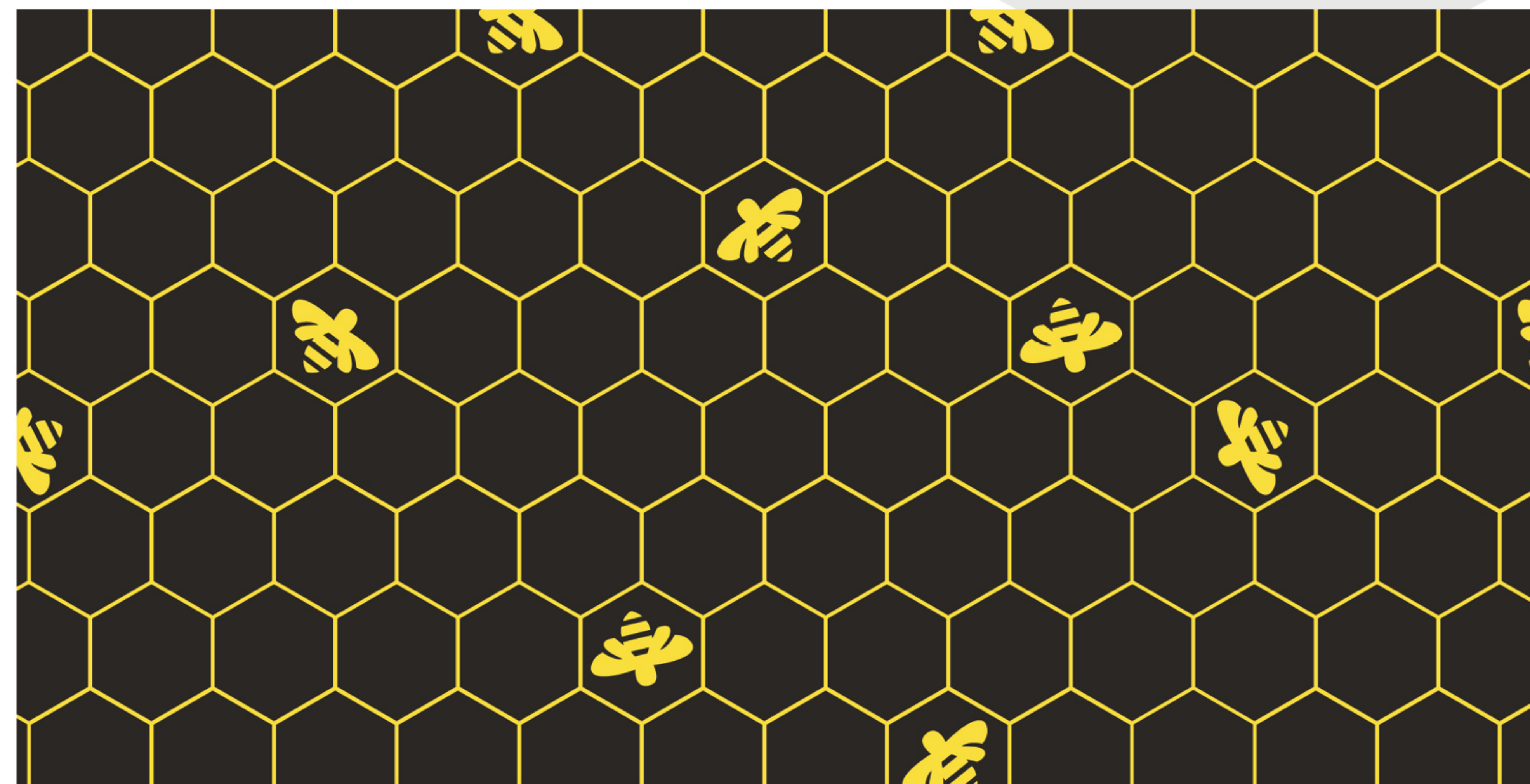
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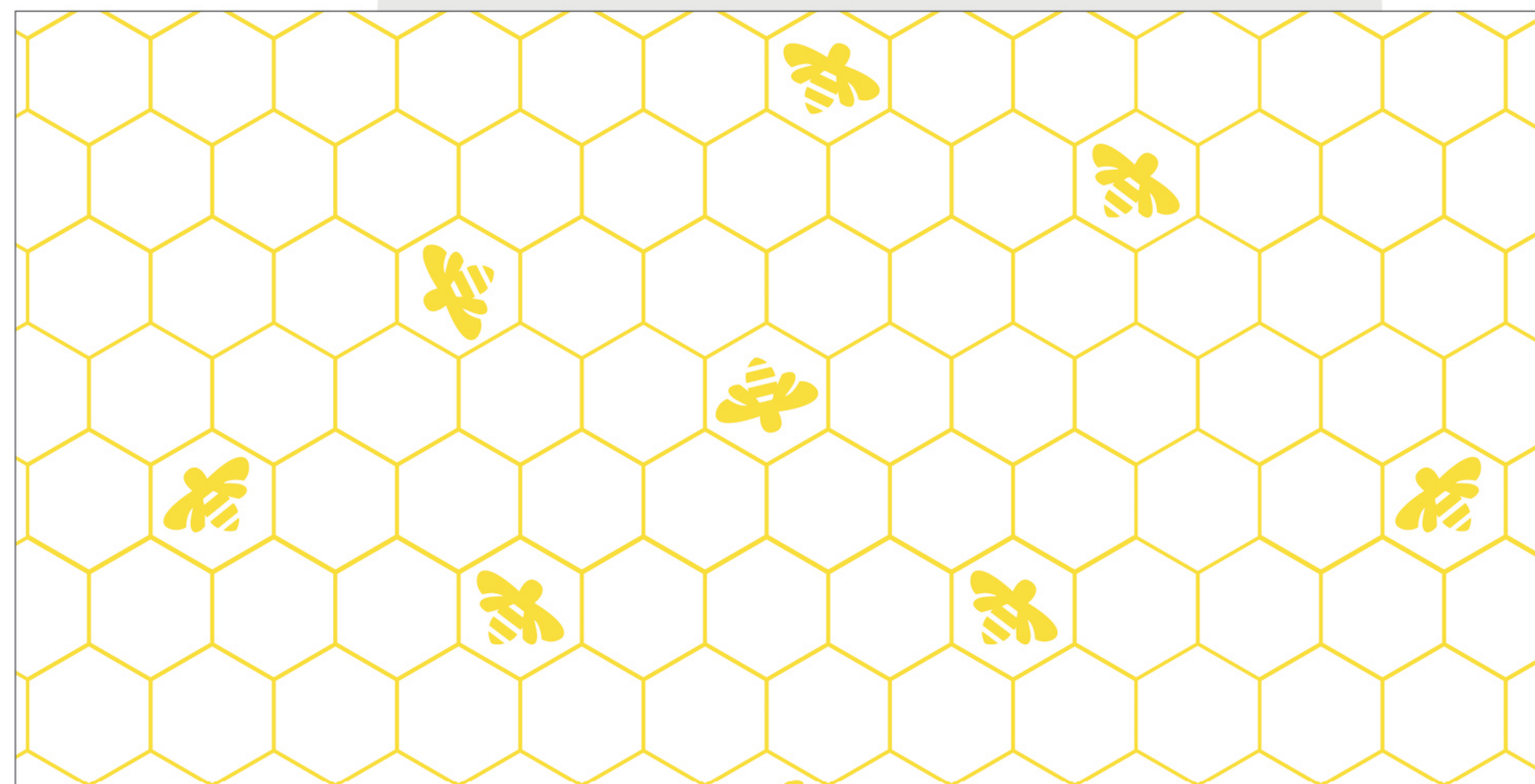
MIR_HEROEZ_AOP_22A.ai



MIR_HEROEZ_AOP_22B.ai



MIR_HEROEZ_AOP_22C.ai



MIR_HEROEZ_AOP_22D.ai



T-shirt with
Tie Front



Sweat with
Panel Print



T-shirts



Baseball Cap



Graphic Vest



High Shine
Legging



Back Pack



Oversize Zip
Through Hoodie



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Long Leg
Pajamas



Shortie
Pajamas



Bedding Set



Trucker Caps



Drawstring Bags



Keyrings with Charms



Lunch Bag with Flask



Pom Pom Hat and Glove Set with Glitter



Drawstring Bags



Toiletry Set



Cosmetics Case



Sweat Bands



Purses



Lip Balms



Pumps



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Headphones



Stationary Set



Notebooks



Tablet Case



Sunglasses

Badges



Charm Bracelet



Phone Case



Necklace



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Denim Jacket



Denim Short



Pumps



Back Pack



Denim Dungaree



Sublimation Tee

Denim Jacket



Lenticular
Phone Case



Flip Sequin
Cushions



Flip Sequins



Double Sided
Purse



Lenticular
Trolley Case



Dual Character
Mug



Heat Reveal
Mug



Flip Sequin Tee's



CHARMING PARIS





abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Lobster 1.4 - dafont.com

abcdefghijklmnopqrstuvwxyz
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Little Lord Fontleroy NF Pro - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Chin Up Buttercup Cute Caps - myfonts.com

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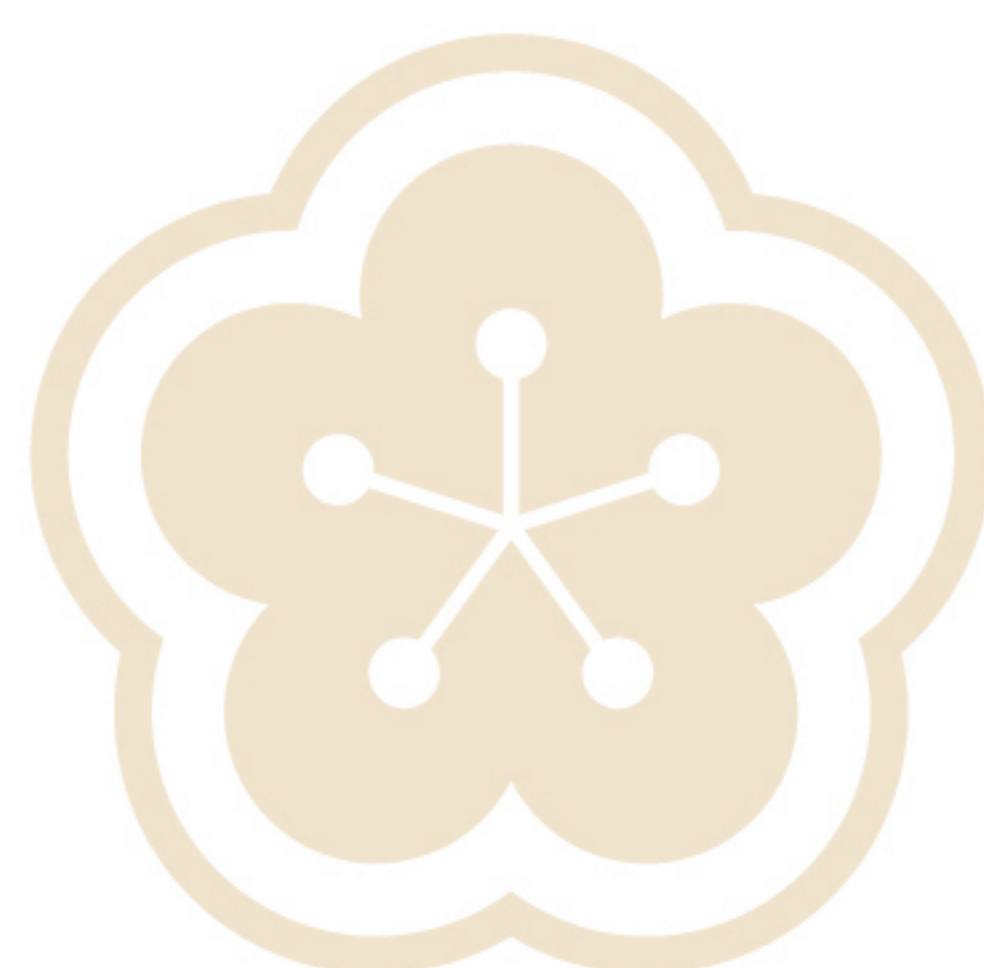
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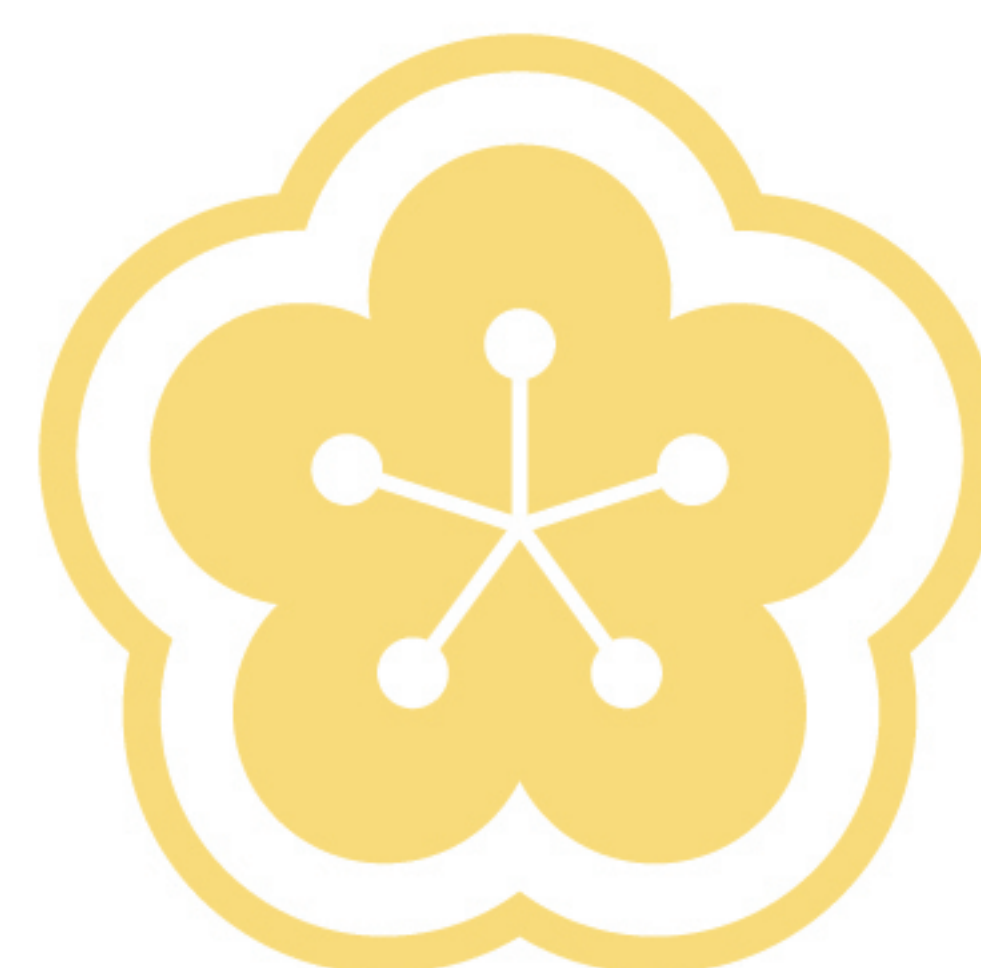
Popcorn Casual - myfonts.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Morva - myfonts.com



1984 C



2004 C



2281 C



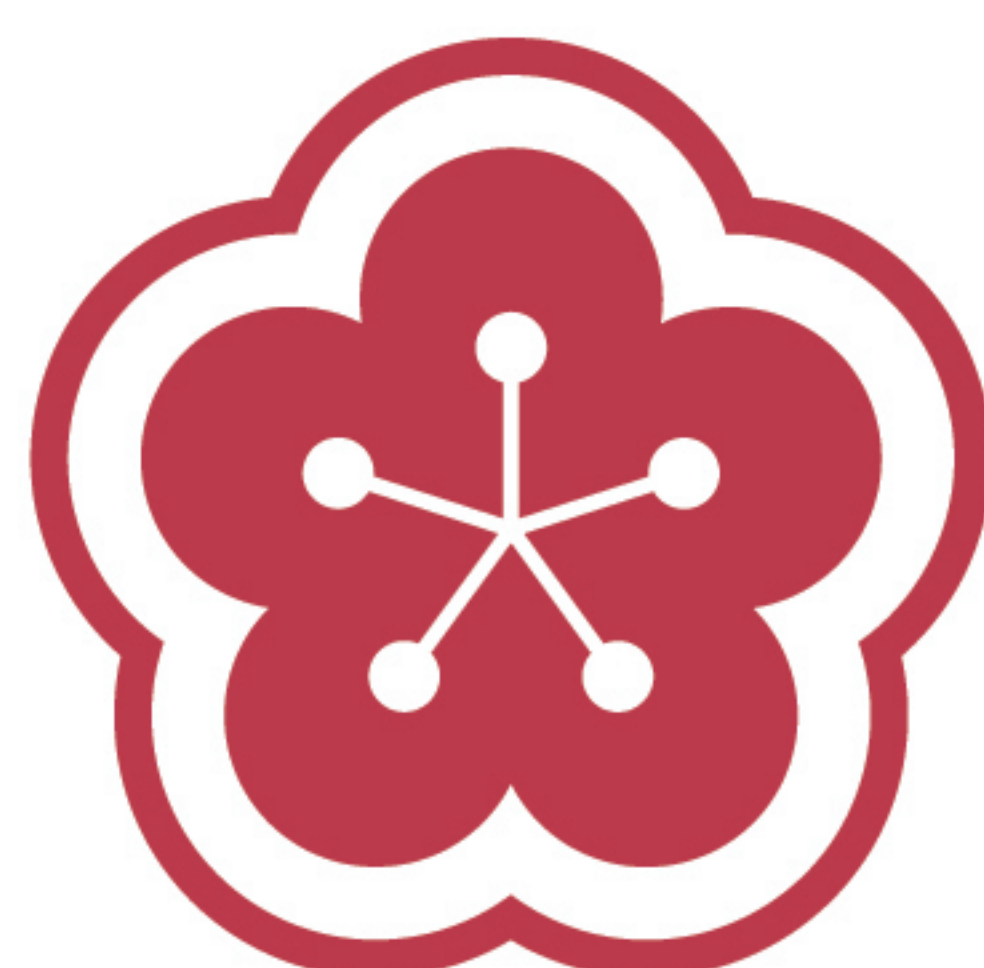
332 C



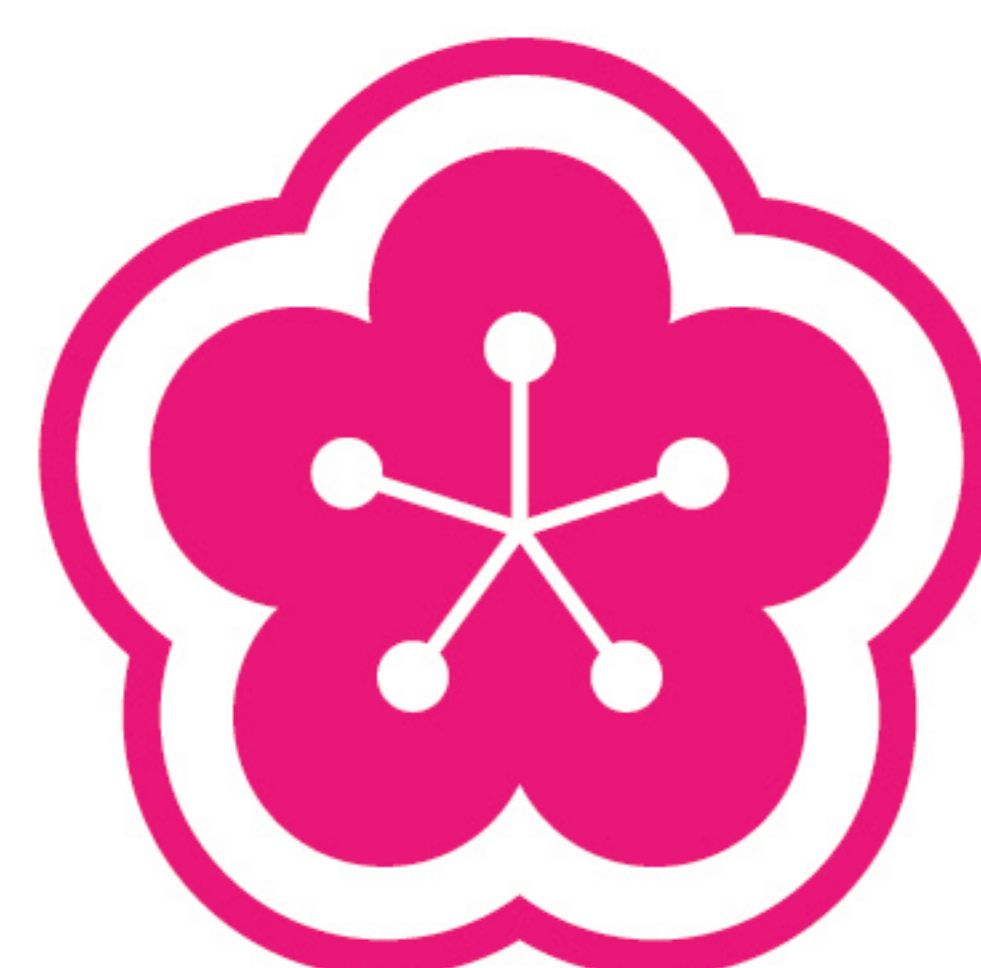
290 C



2142 C



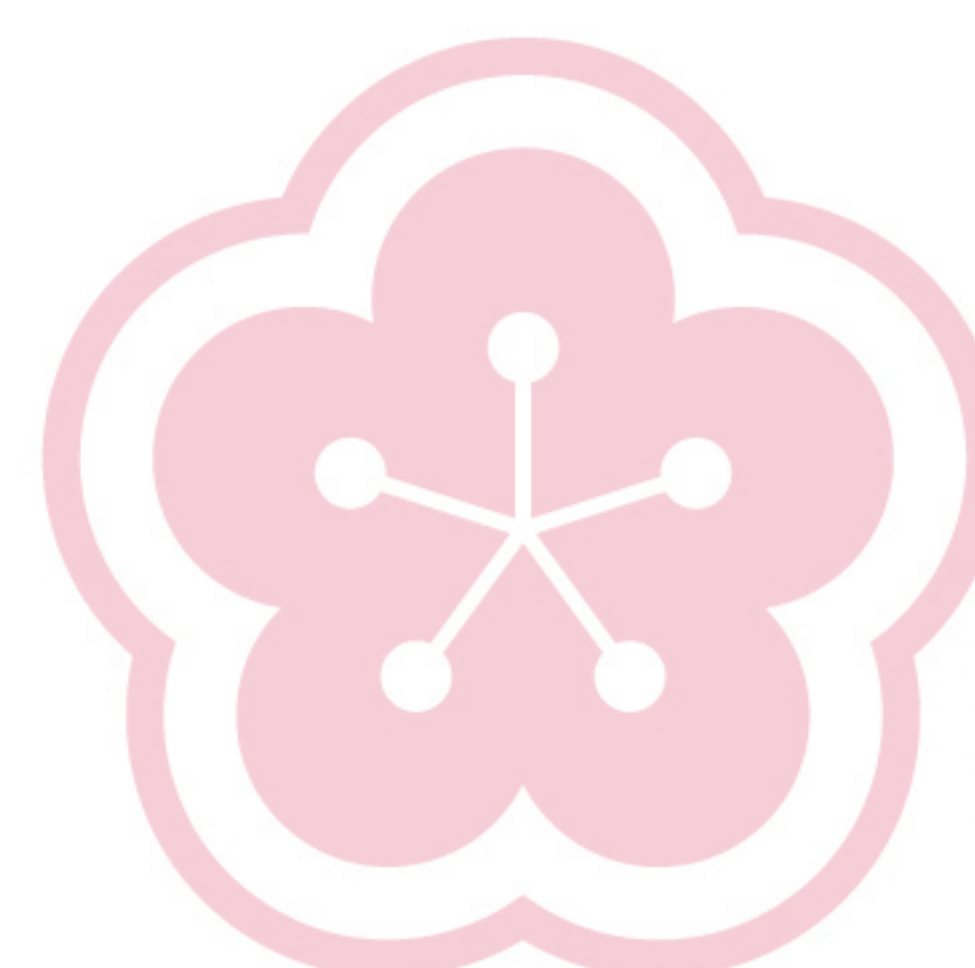
703 C



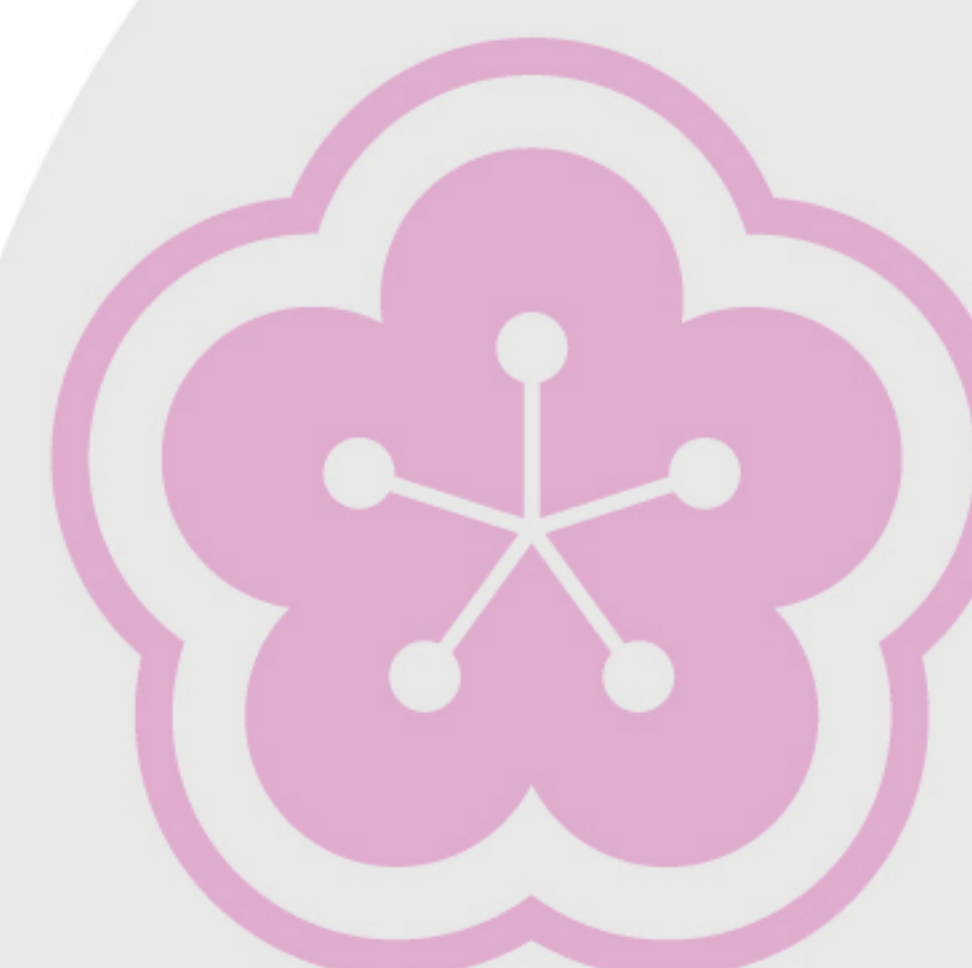
213 C



1905 C



706 C



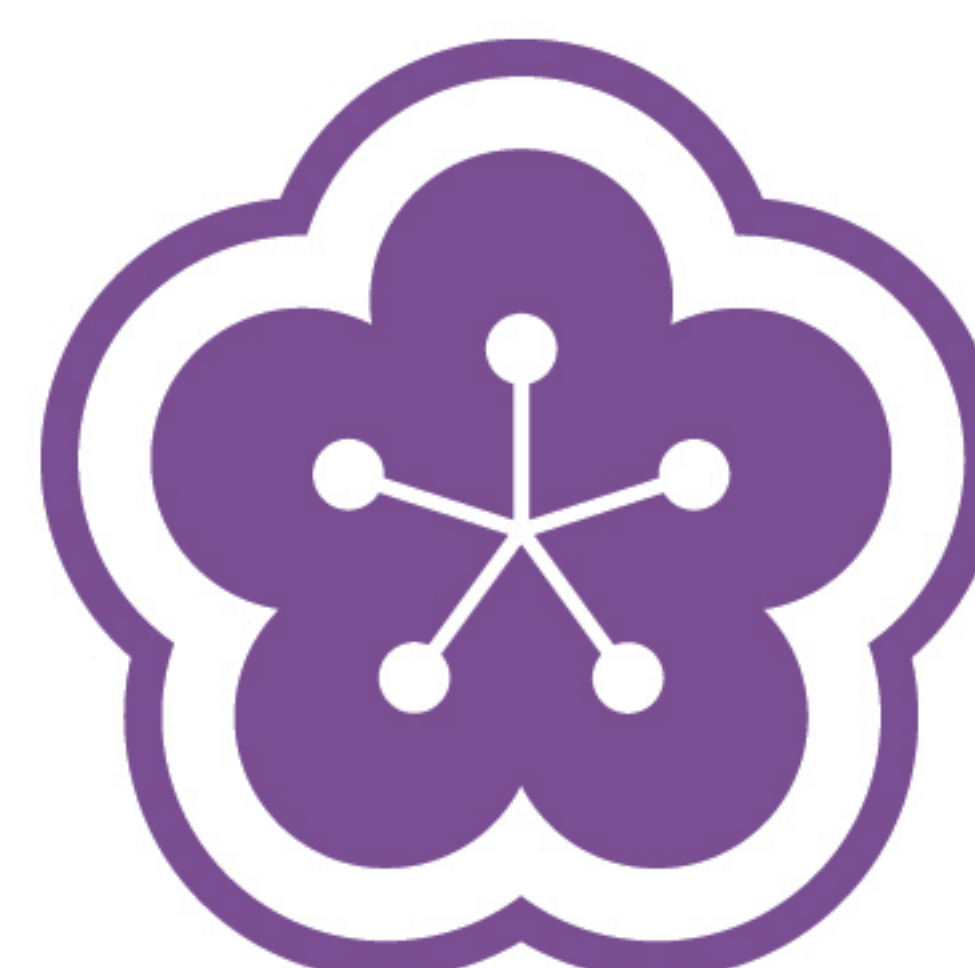
515 C



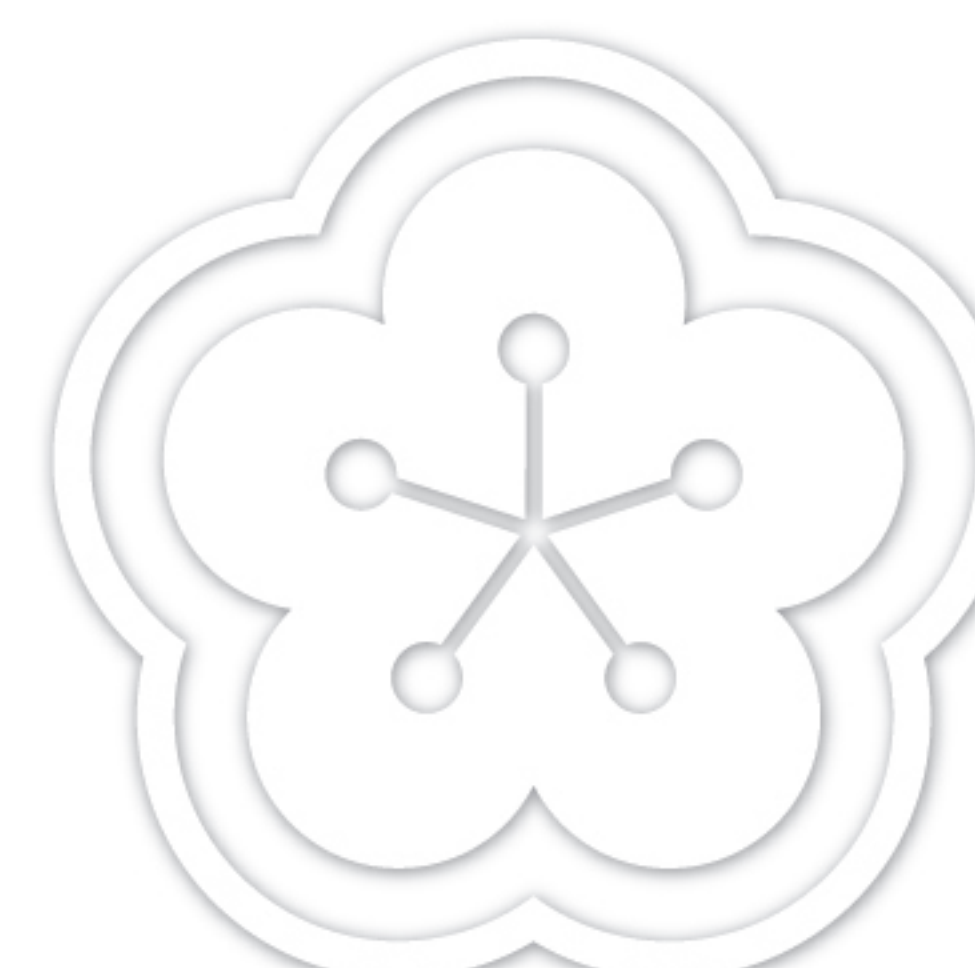
7674 C



280 C



2082 C



White



CG 3 C



Pantone Black C



MIR_PARIS_GRAPHIC_01A.ai

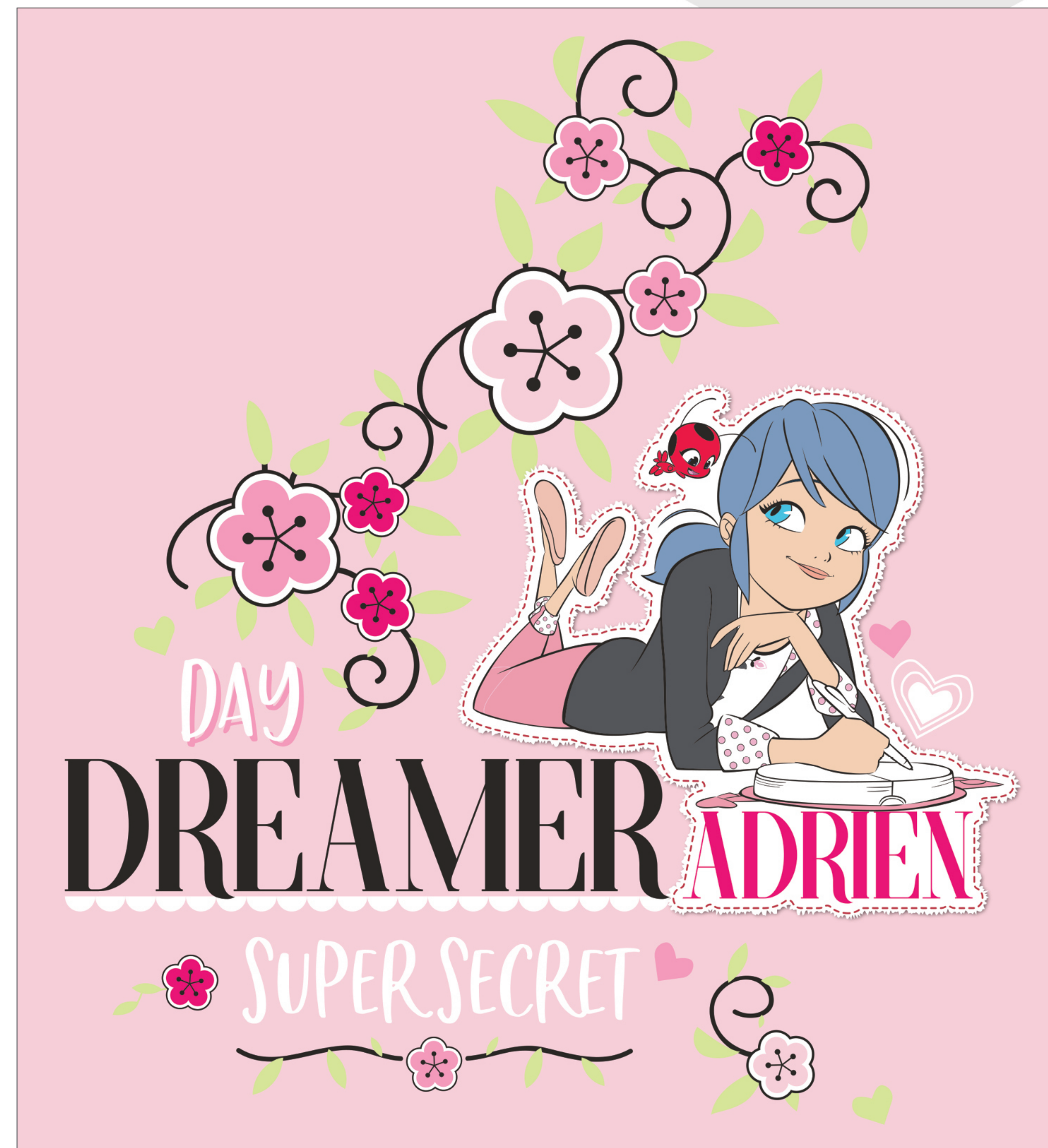


MIR_PARIS_GRAPHIC_01B.ai





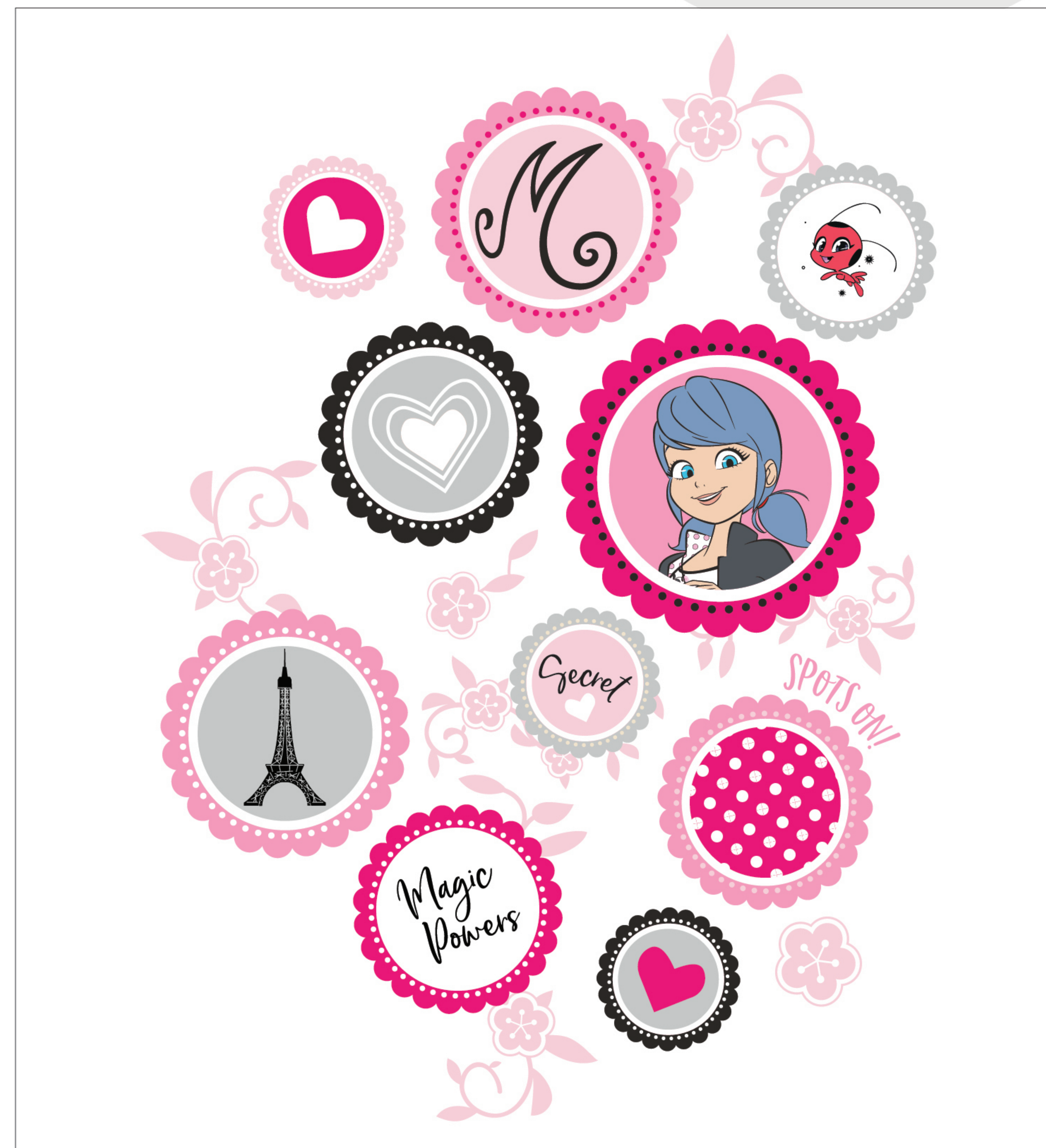
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MIR_PARIS_GRAPHIC_02B.ai



MIR_PARIS_GRAPHIC_03.ai



MIR_PARIS_GRAPHIC_04.ai



MIR_PARIS_GRAPHIC_05A.ai



MIR_PARIS_GRAPHIC_05B.ai





MIR_PARIS_GRAPHIC_06.ai



MIR_PARIS_GRAPHIC_07.ai



MIR_PARIS_GRAPHIC_08.ai



MIR_PARIS_GRAPHIC_09A.ai



MIR_PARIS_GRAPHIC_09B.ai



MIR_PARIS_BADGE_01.psd



MIR_PARIS_BADGE_02.psd



MIR_PARIS_BADGE_03.ai



MIR_PARIS_BADGE_04.ai



MIR_PARIS_BADGE_05.ai



MIR_PARIS_BADGE_06.ai



MIR_PARIS_BADGE_07.ai



MIR_PARIS_BADGE_08.ai



MIR_PARIS_BORDERS_01.ai



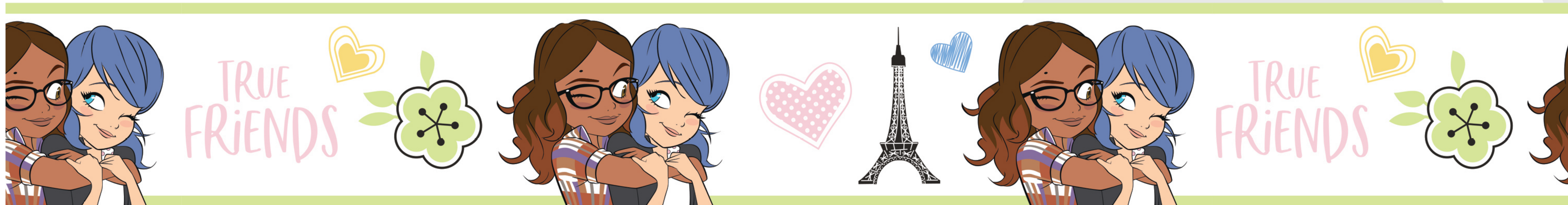
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MIR_PARIS_BORDERS_02B.ai



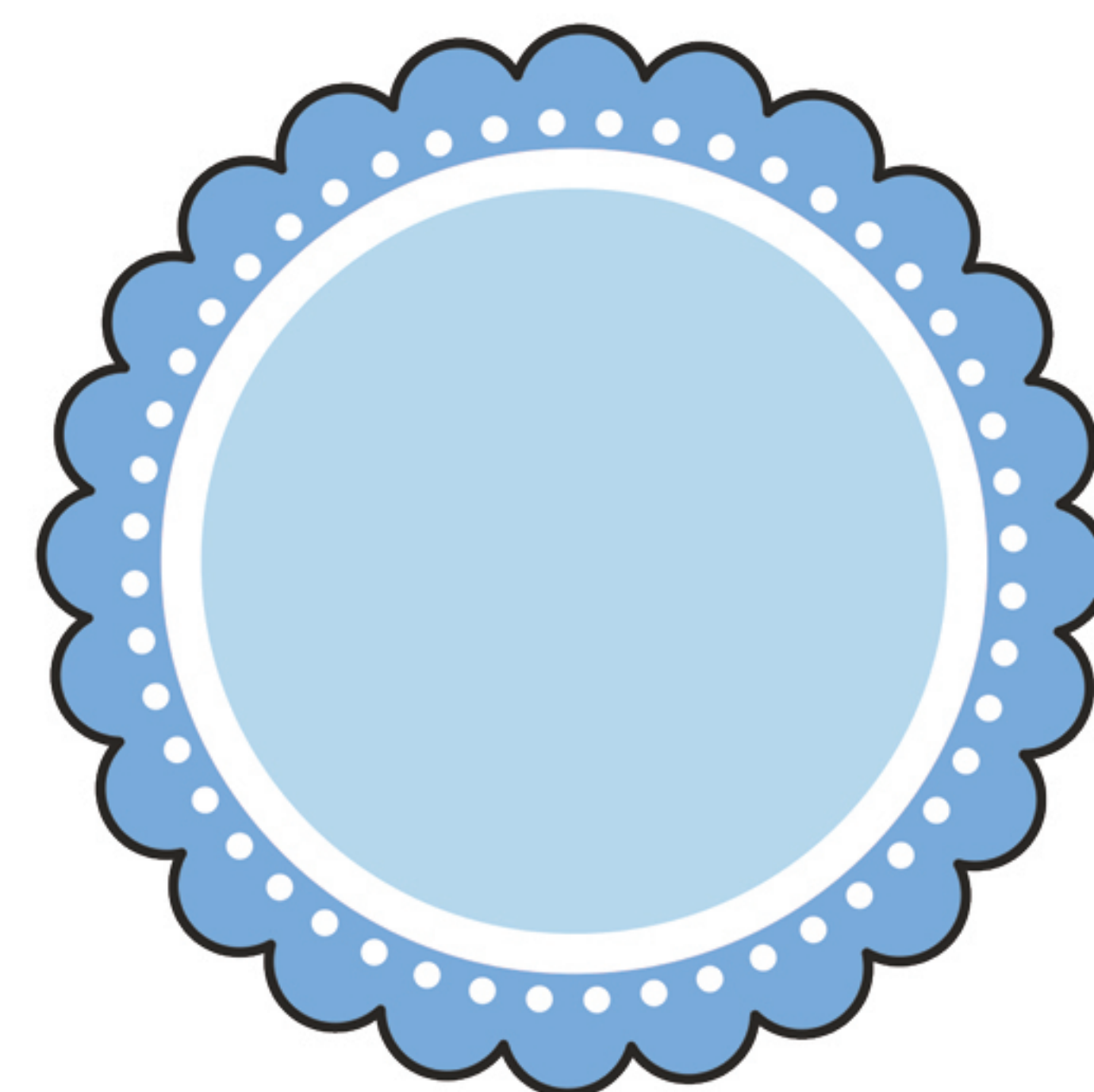
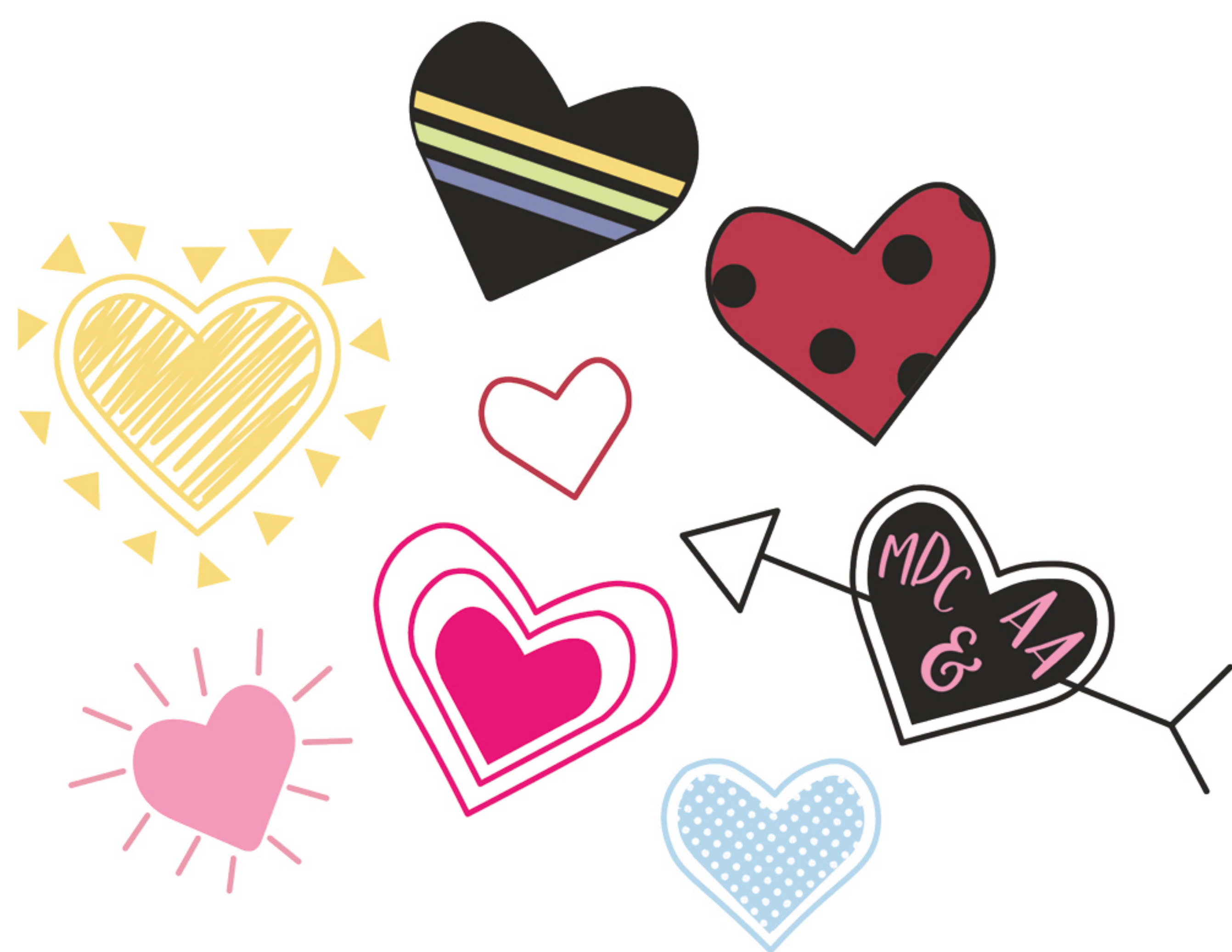
MIR_PARIS_BORDERS_03.ai



MIR_PARIS_BORDERS_04.ai



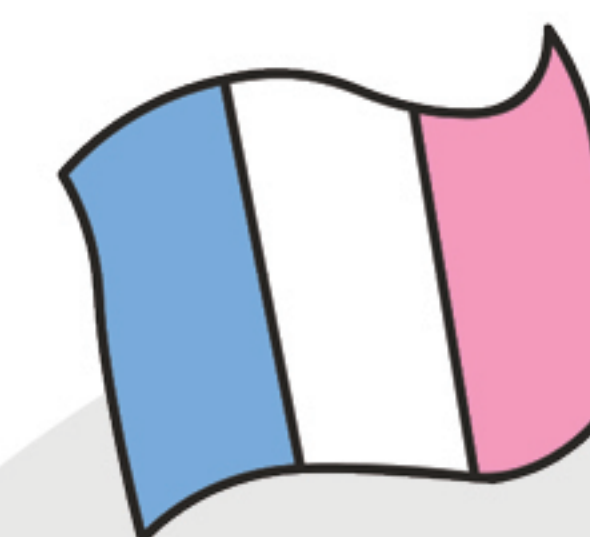
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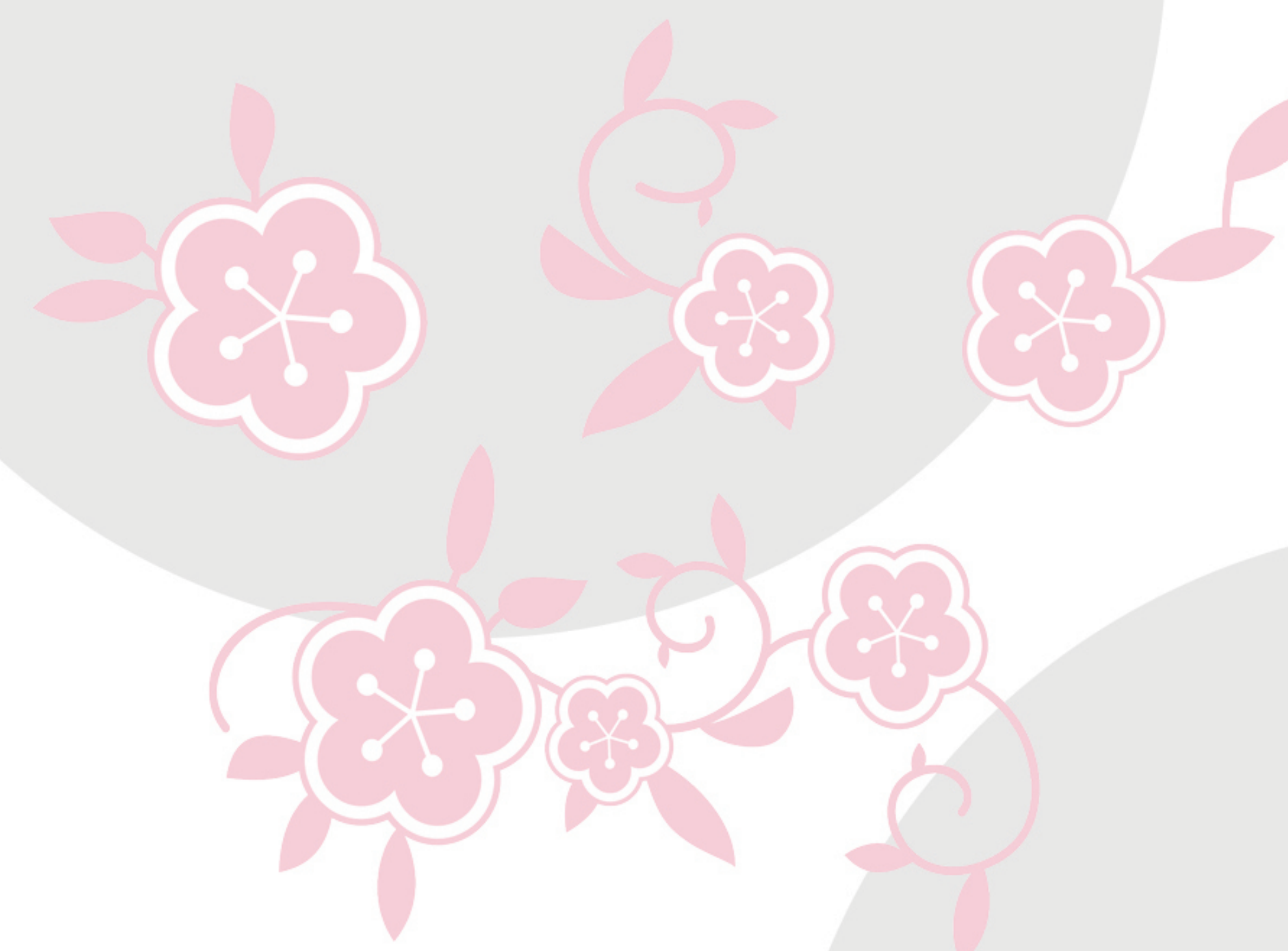
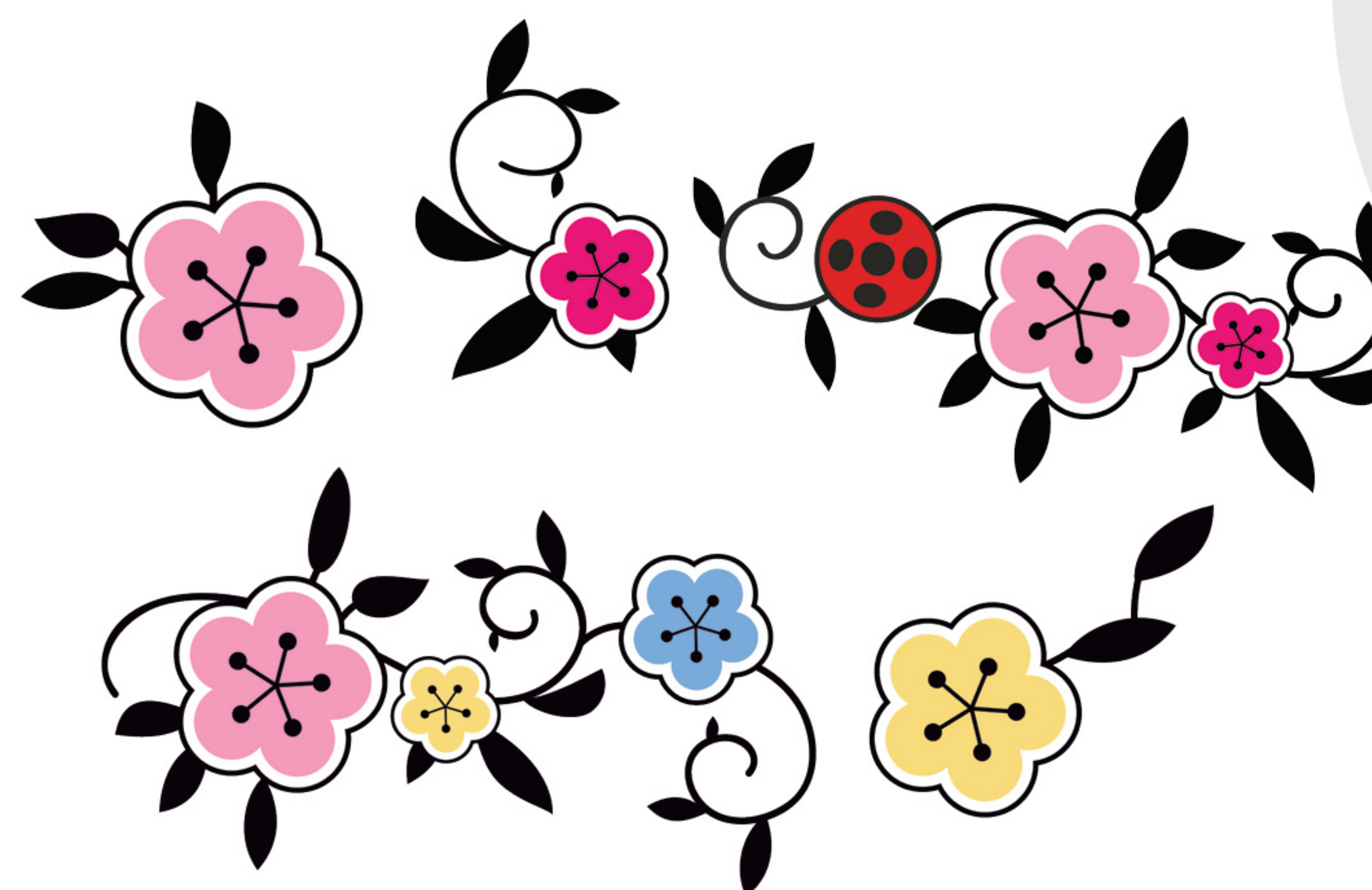
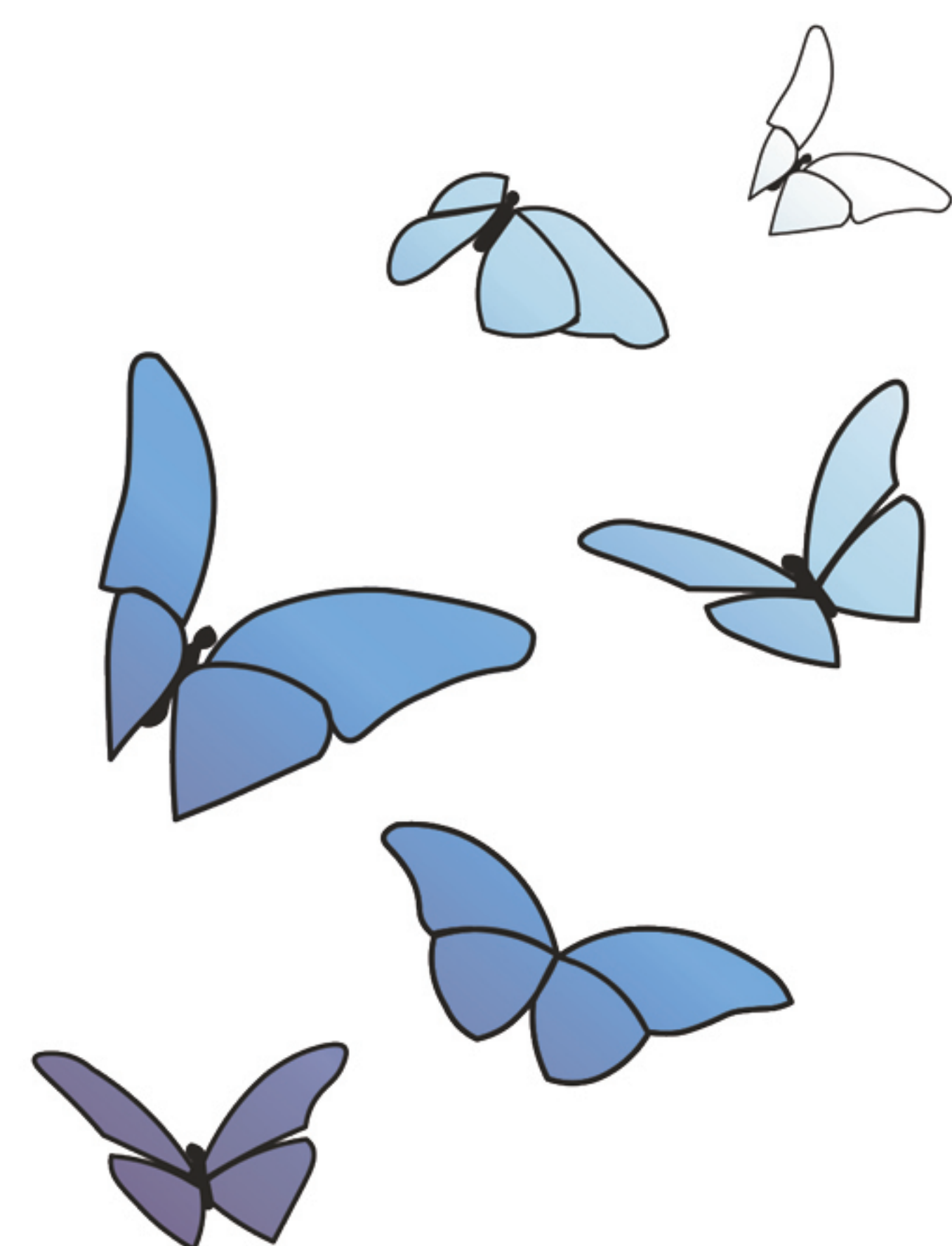
SIMPLY
THE
best



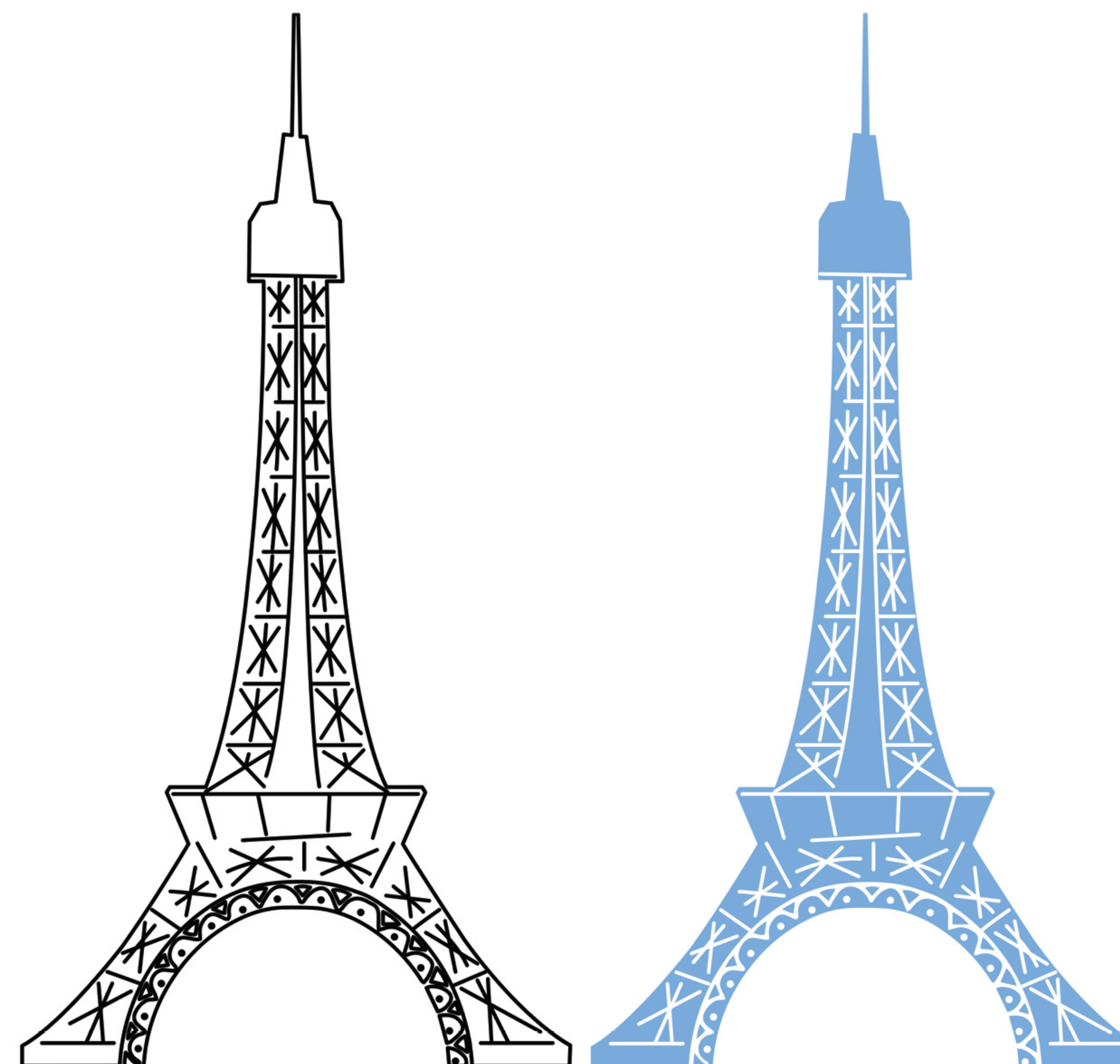
SECRET
Love



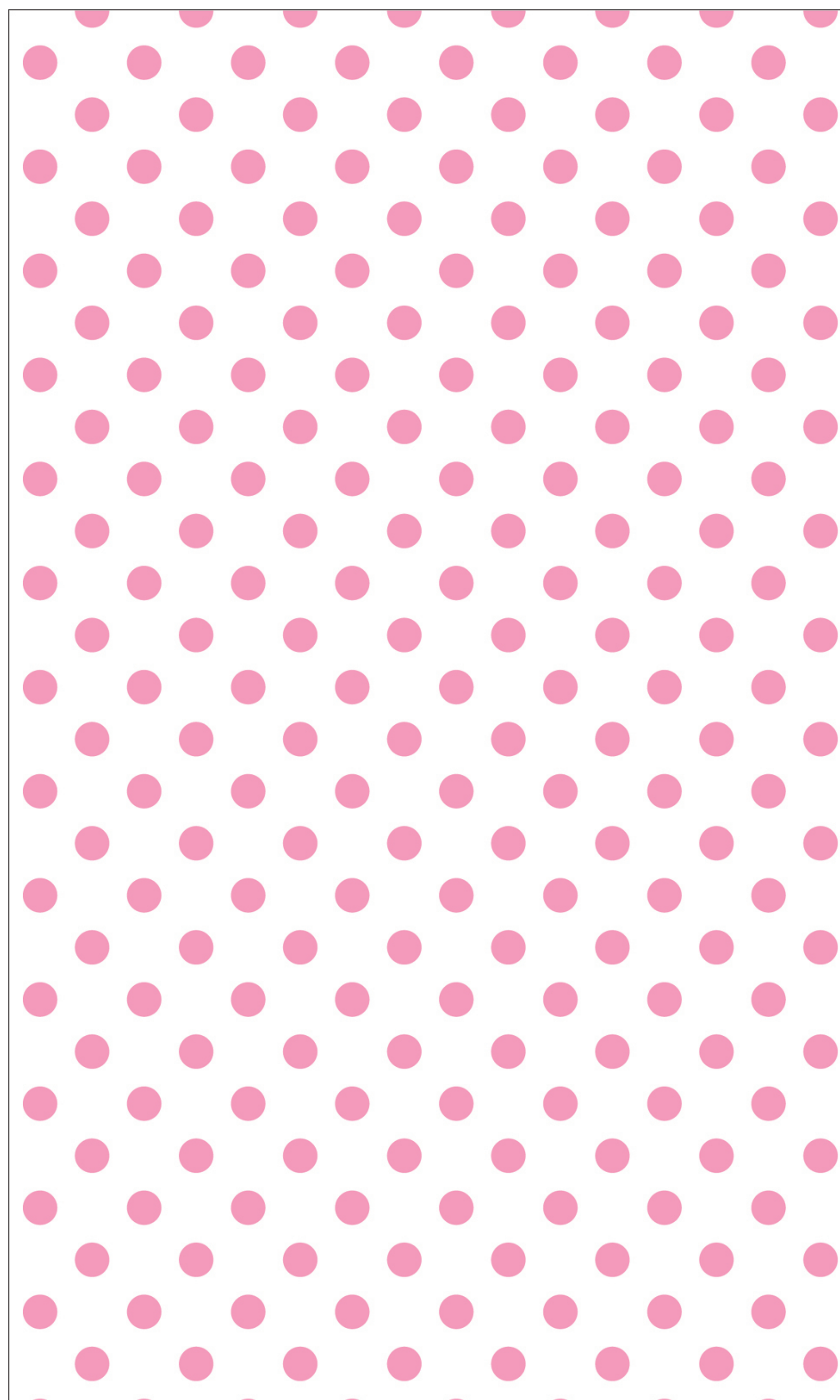
Magic



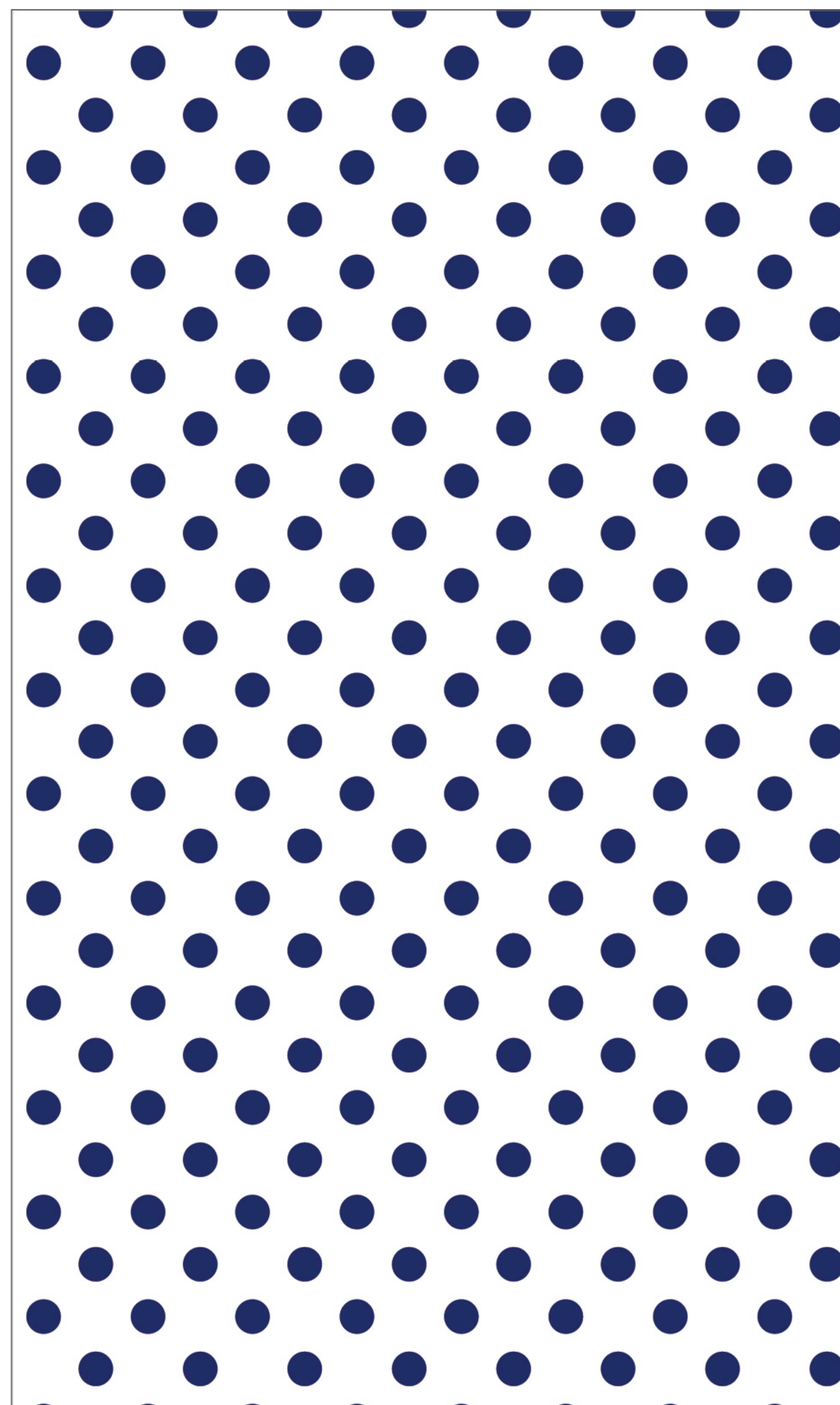
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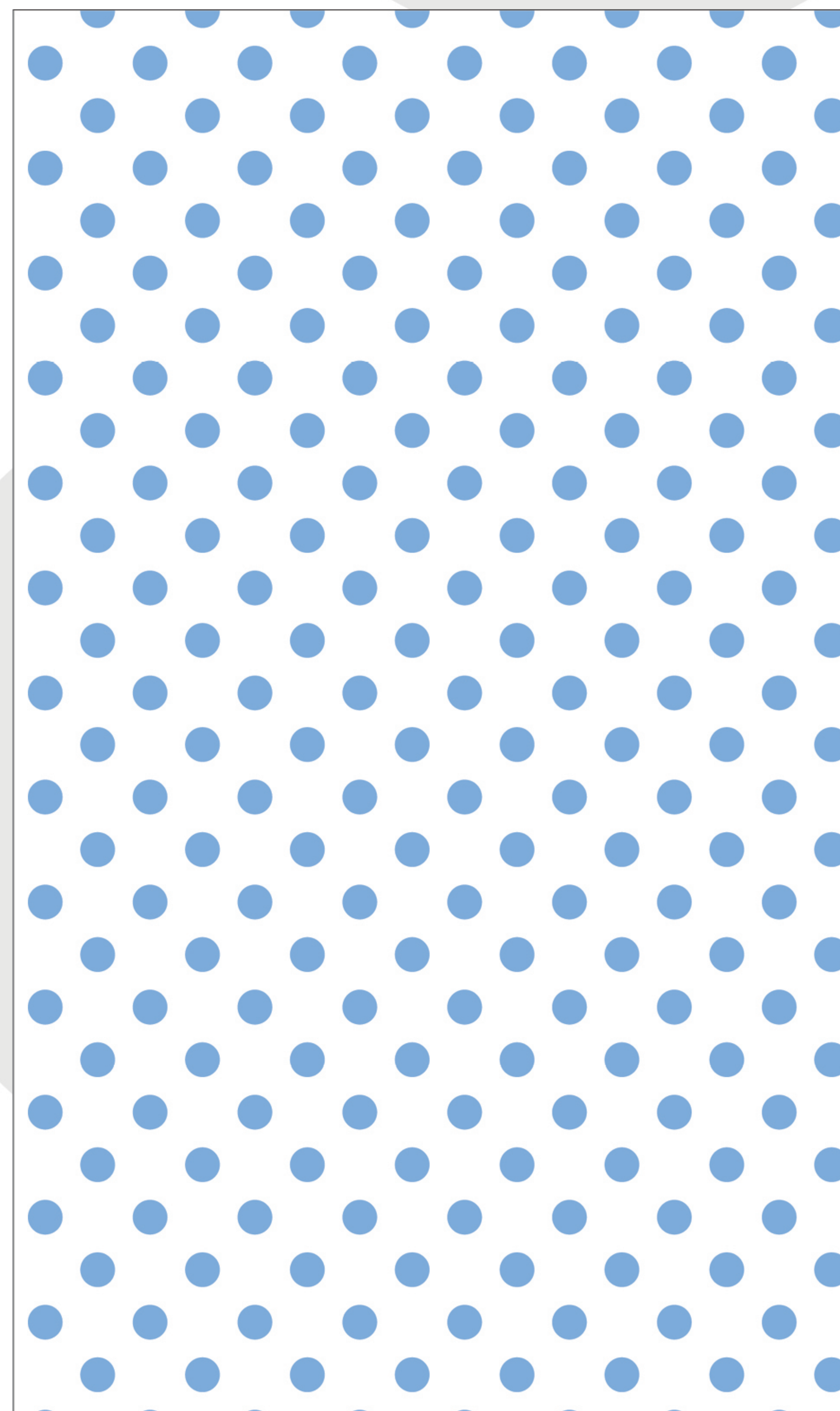
MIR_PARIS_ICONS_02.ai



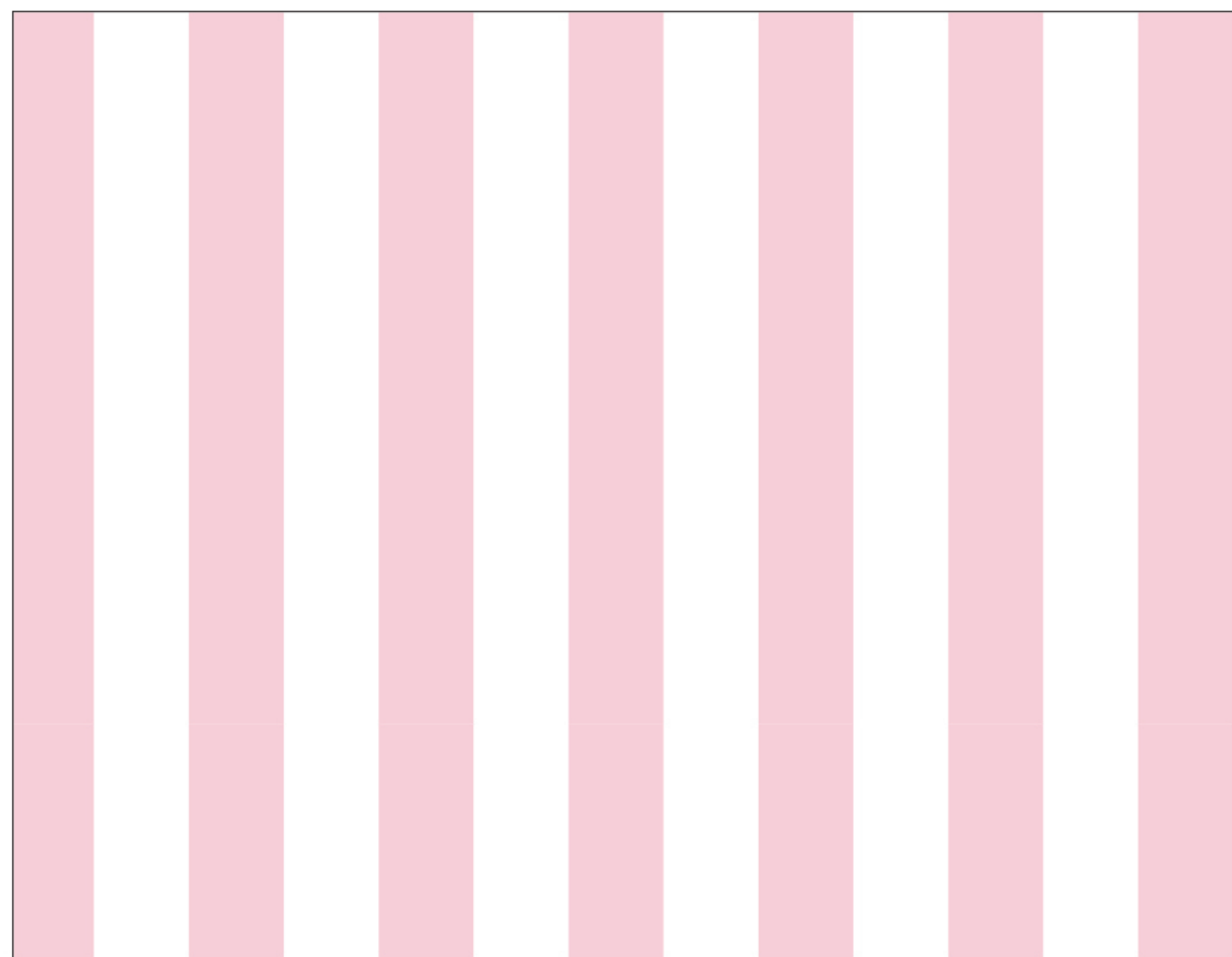
MIR_PARIS_AOP_01A.ai



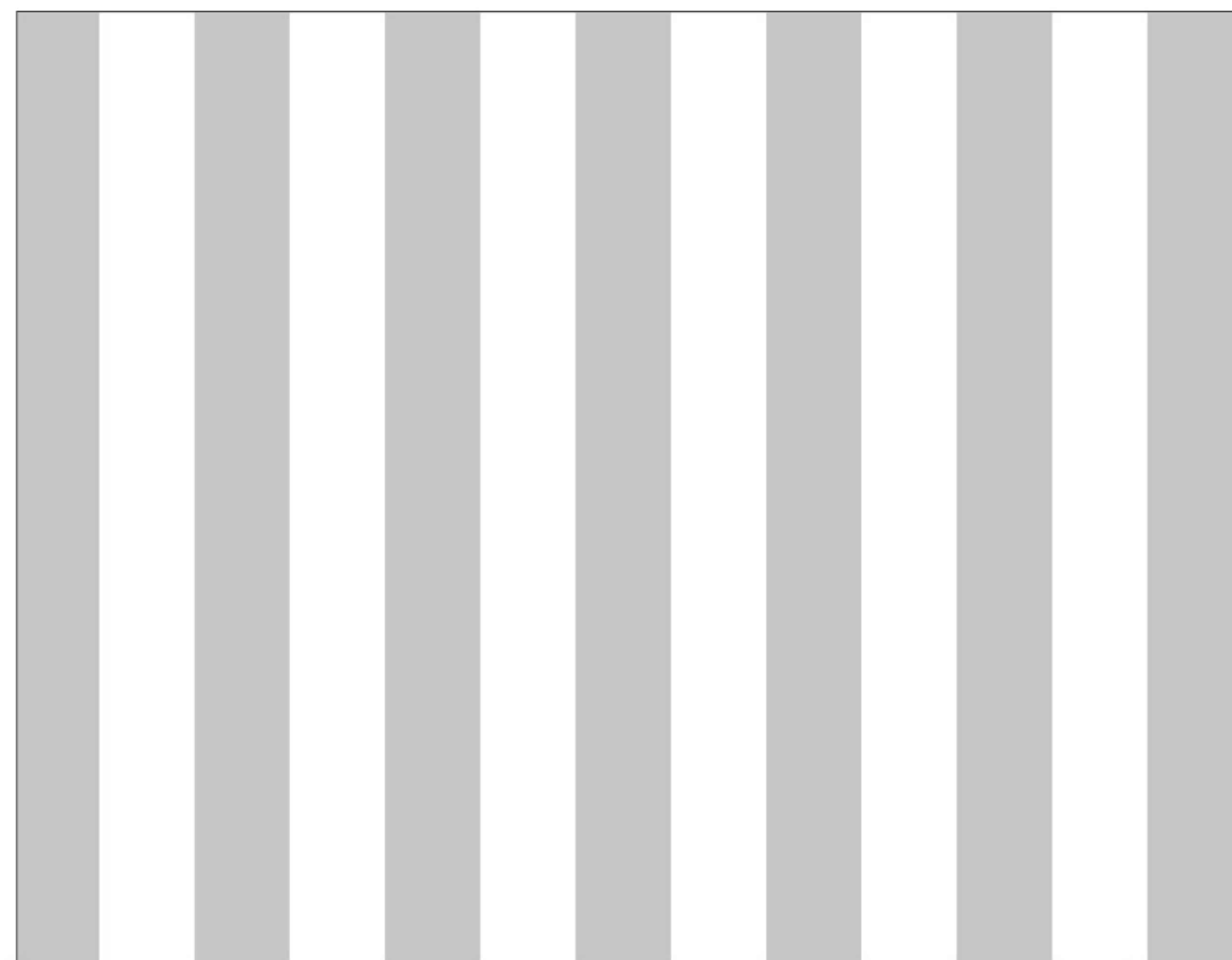
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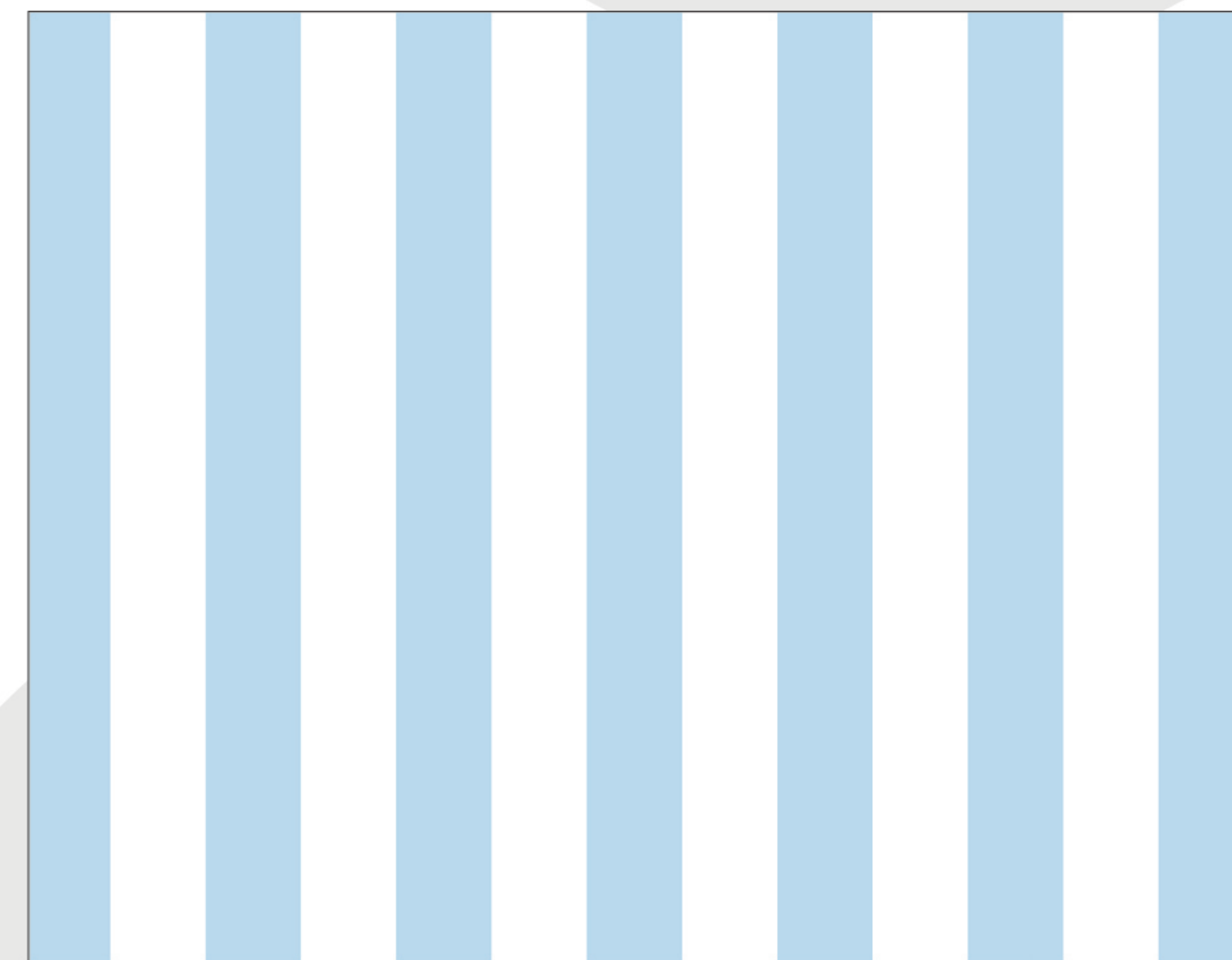
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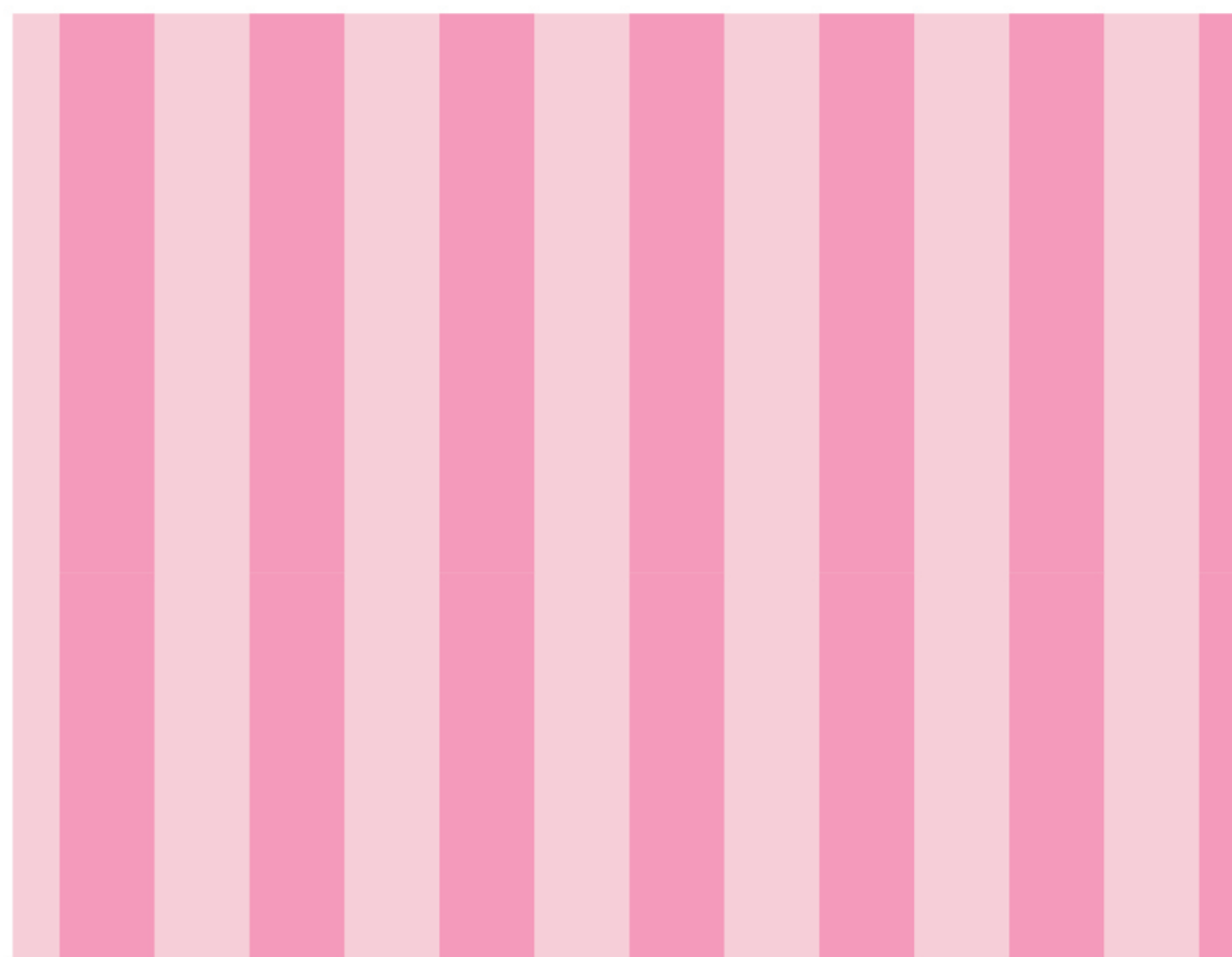
MIR_PARIS_AOP_o2A.ai



MIR_PARIS_AOP_o2B.ai



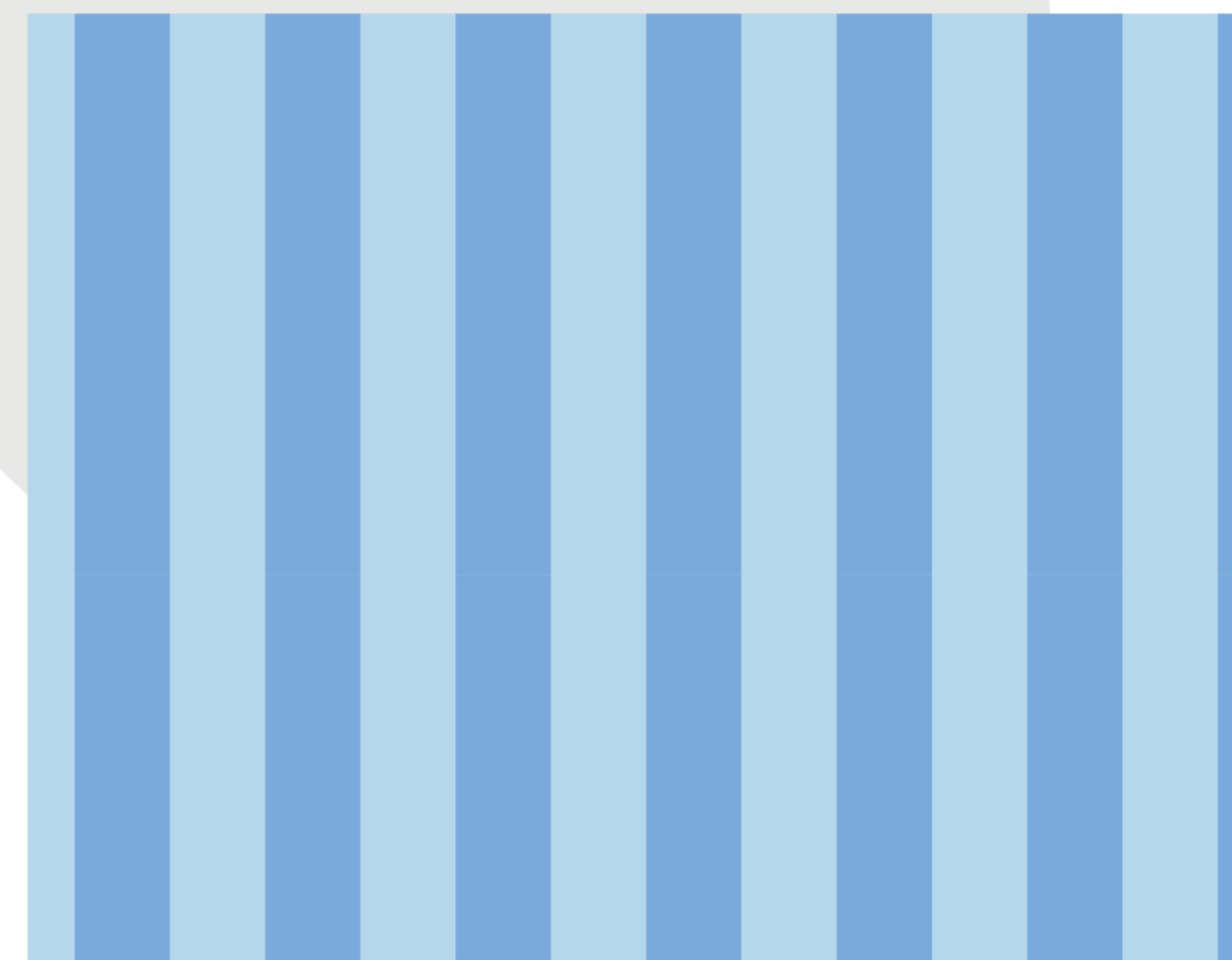
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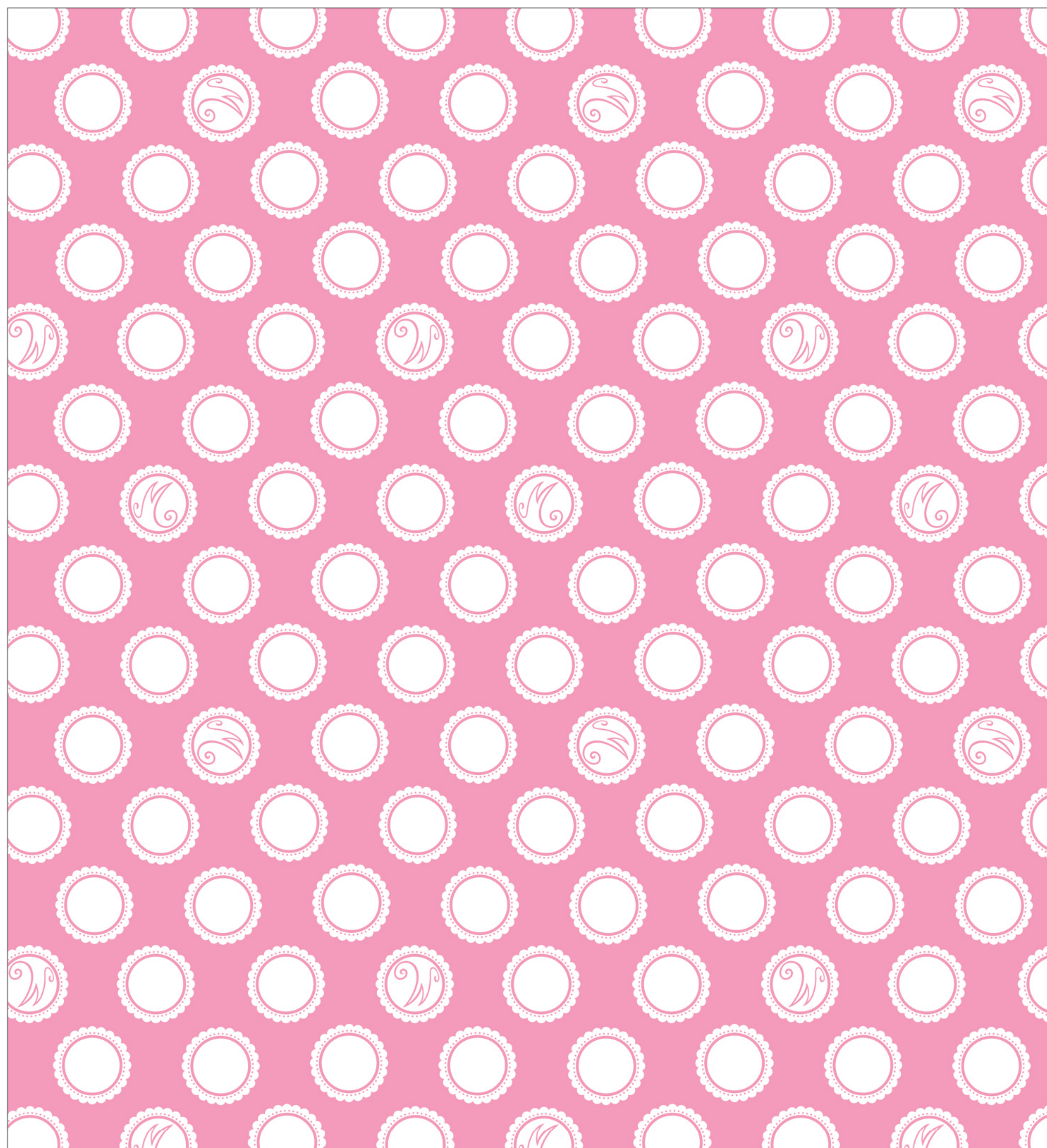
MIR_PARIS_AOP_o2D.ai



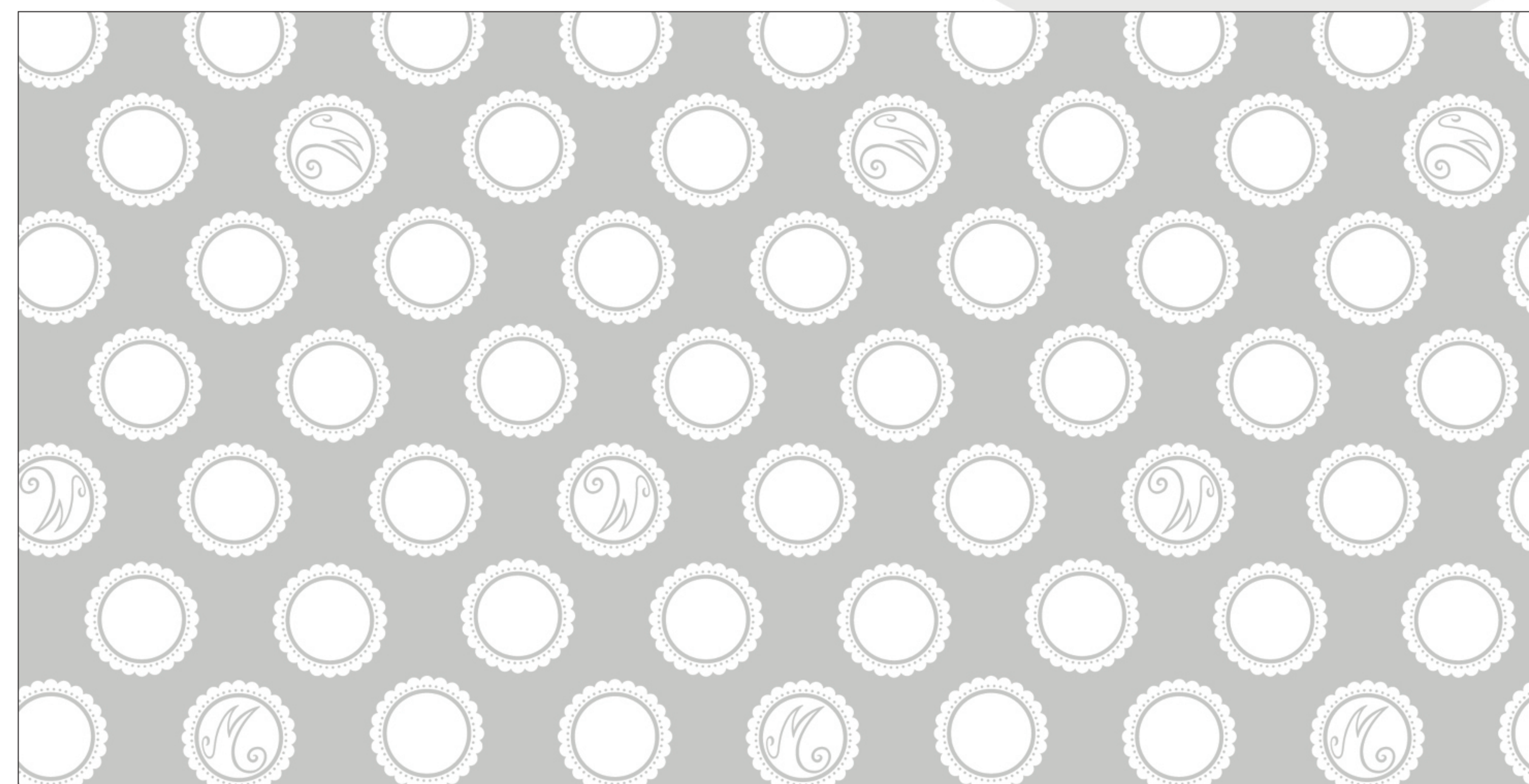
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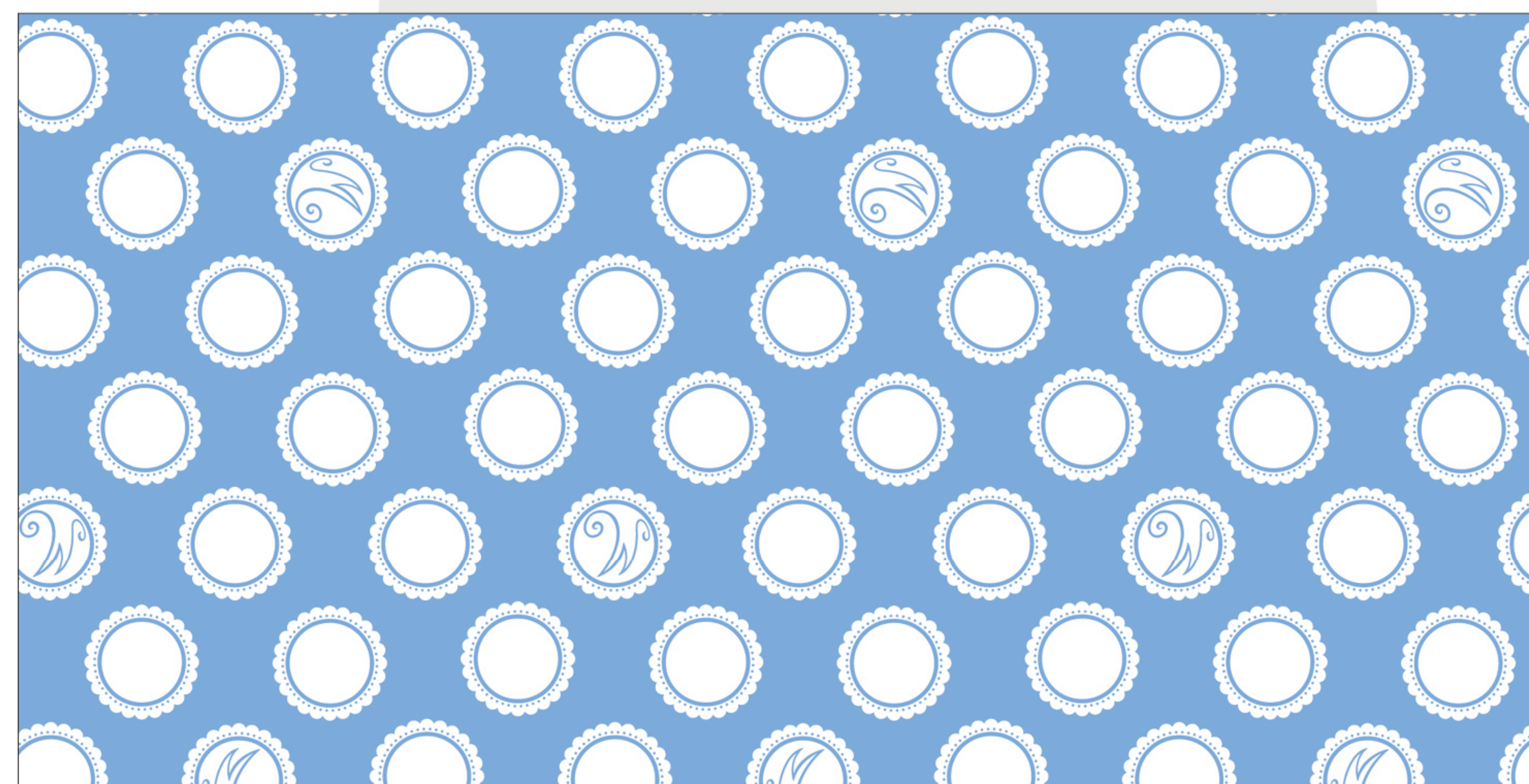
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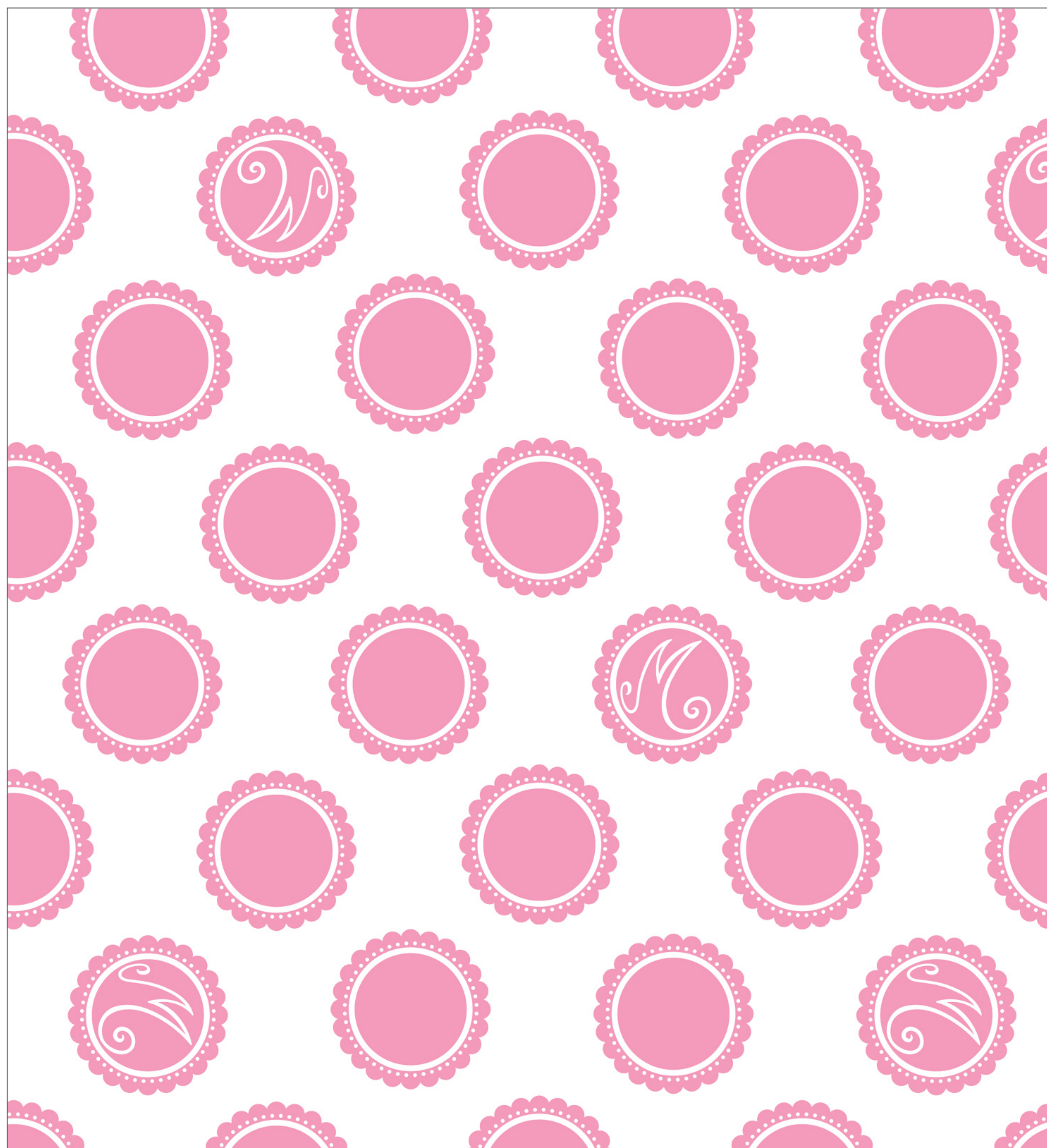
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MIR_PARIS_AOP_03B.ai



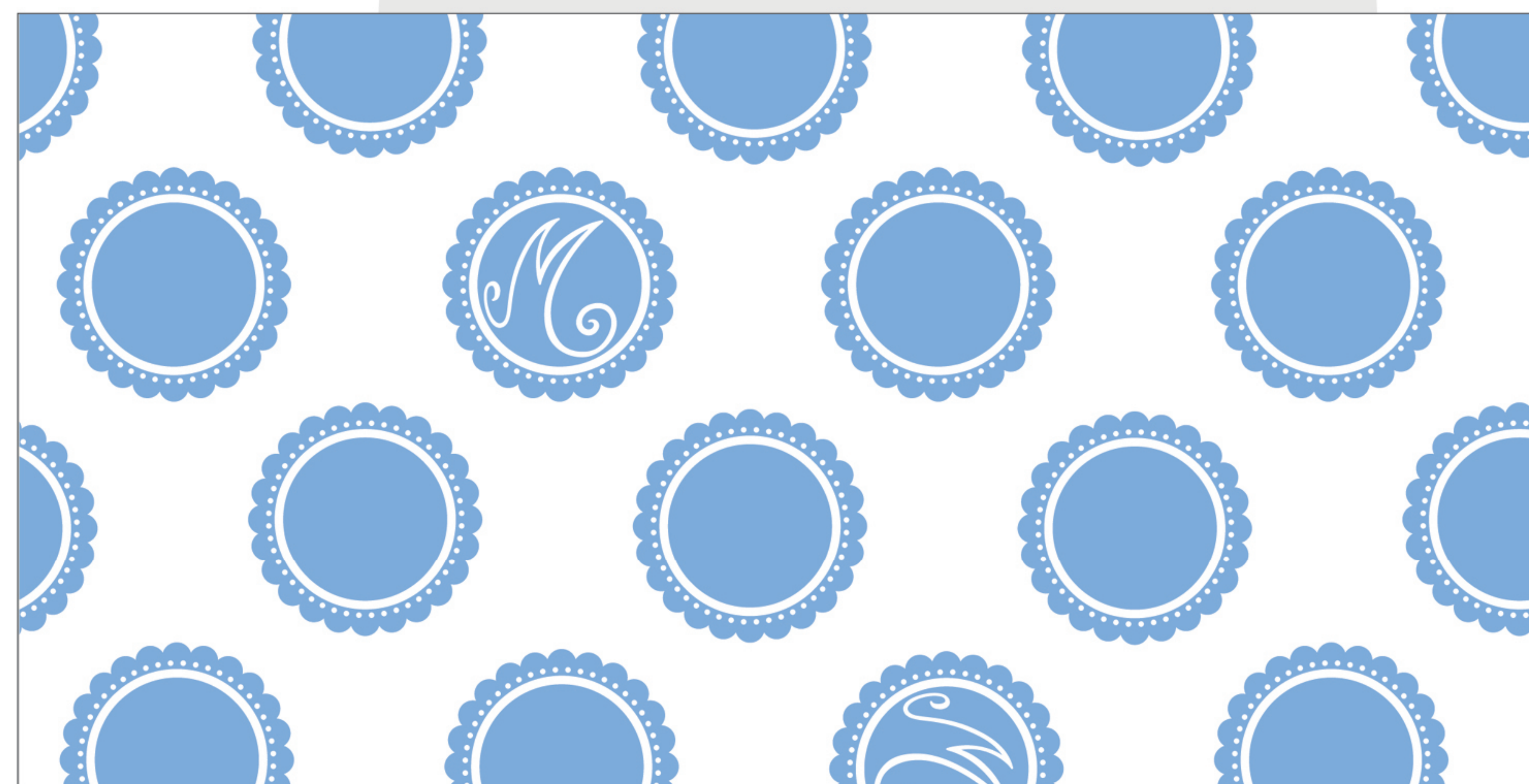
MIR_PARIS_AOP_03C.ai



MIR_PARIS_AOP_03D.ai



MIR_PARIS_AOP_03E.ai



MIR_PARIS_AOP_03F.ai



MIR_PARIS_AOP_04A.ai



MIR_PARIS_AOP_04B.ai



MIR_PARIS_AOP_04C.ai



MIR_PARIS_AOP_05A.ai



MIR_PARIS_AOP_05B.ai



MIR_PARIS_AOP_06.ai



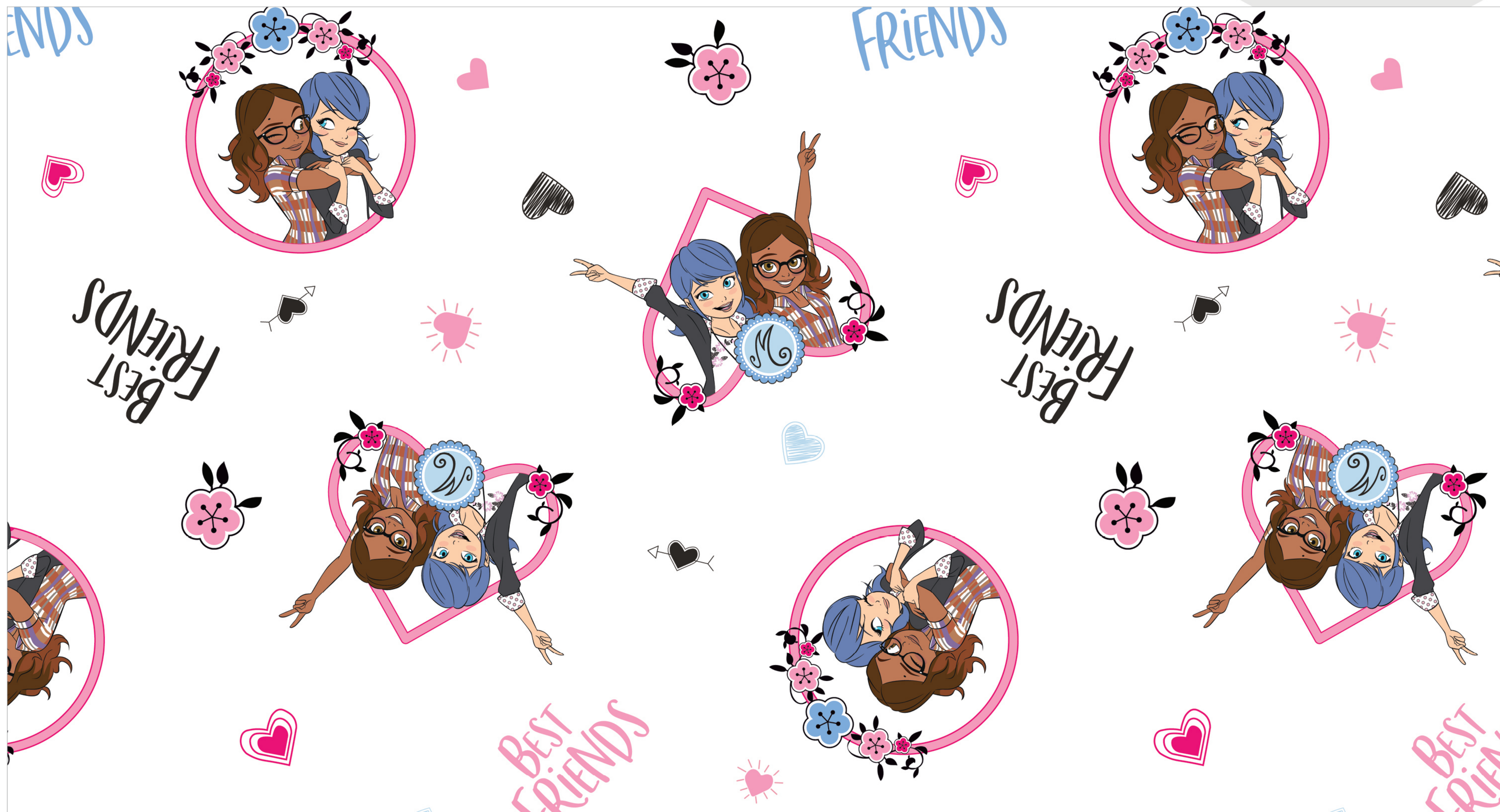
MIR_PARIS_AOP_07.ai



MIR_PARIS_AOP_o8A.ai



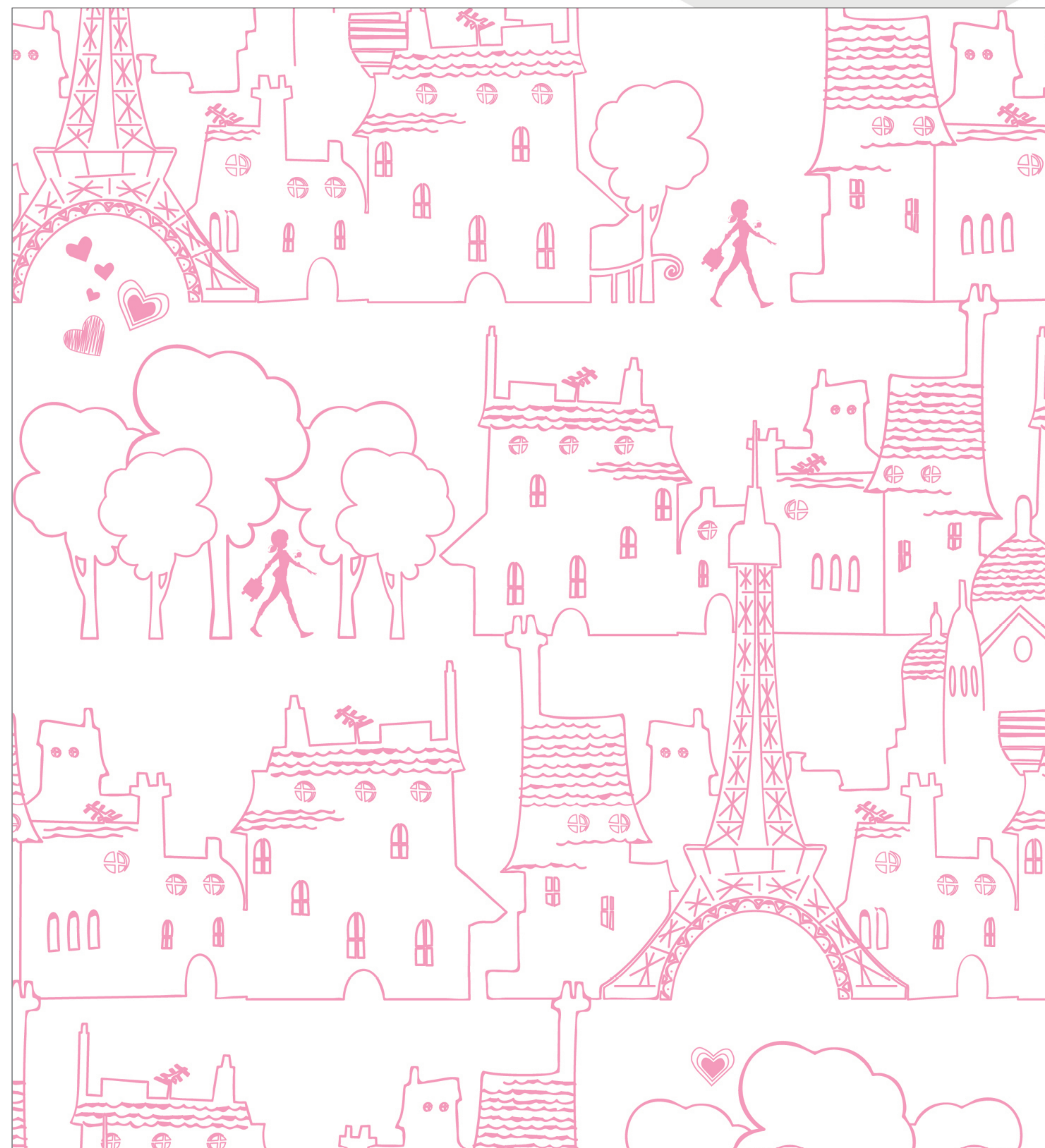
MIR_PARIS_AOP_o8B.ai



MIR_PARIS_AOP_09.ai



MIR_PARIS_AOP_10A.ai



MIR_PARIS_AOP_10B.ai



MIR_PARIS_AOP_11.ai



T-shirt with
Appliqué



Frill Hem T-shirt with
Emroidery and Print



Bomber Jacket with
Embroidery Detail

AOP Sweat Top



Paper Bag
Pant with
Embroidery



Jean with Badges



Badge and
Print detail
T-shirt and Jean



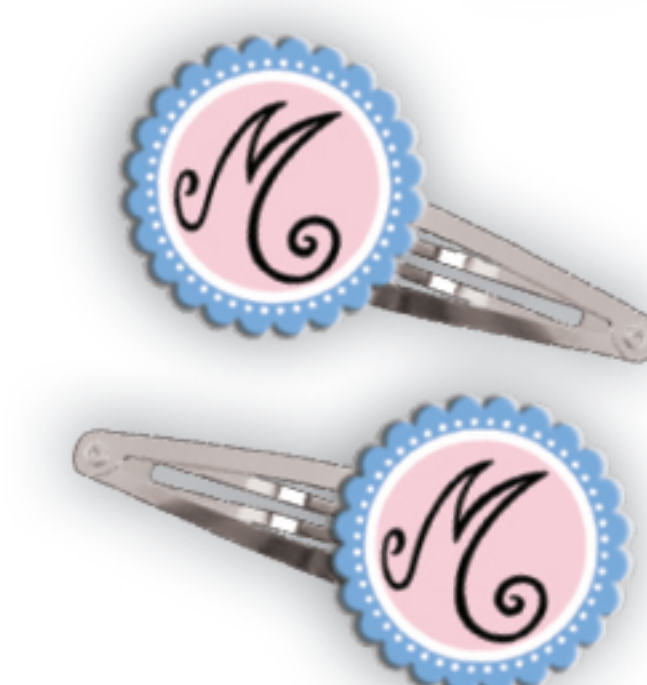


Charm Bracelet



Necklace

Marinette



Hair Clips

Fold Away
Hair Brush



Hair Bands
with Charms



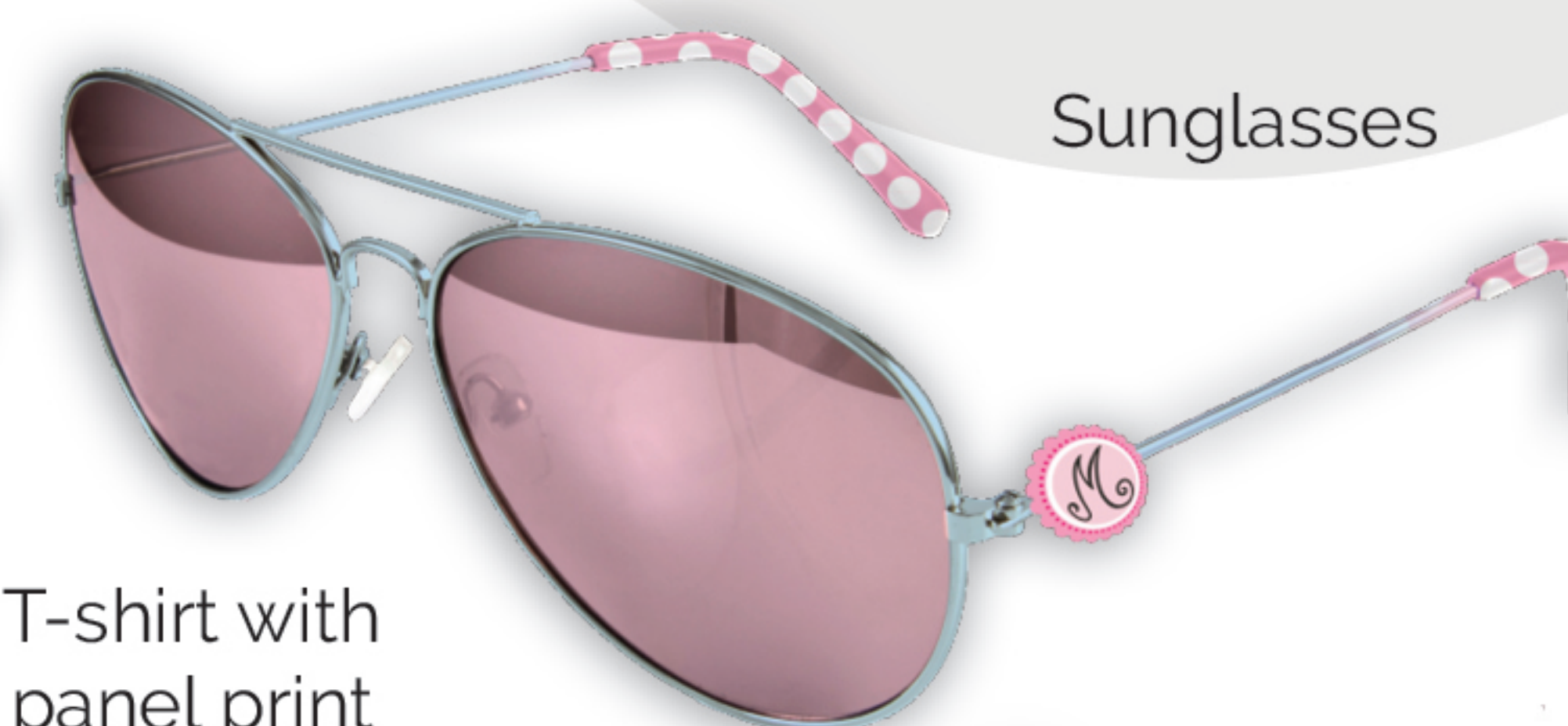
Wash Bag



Cap with Satin Peak



Sunglasses



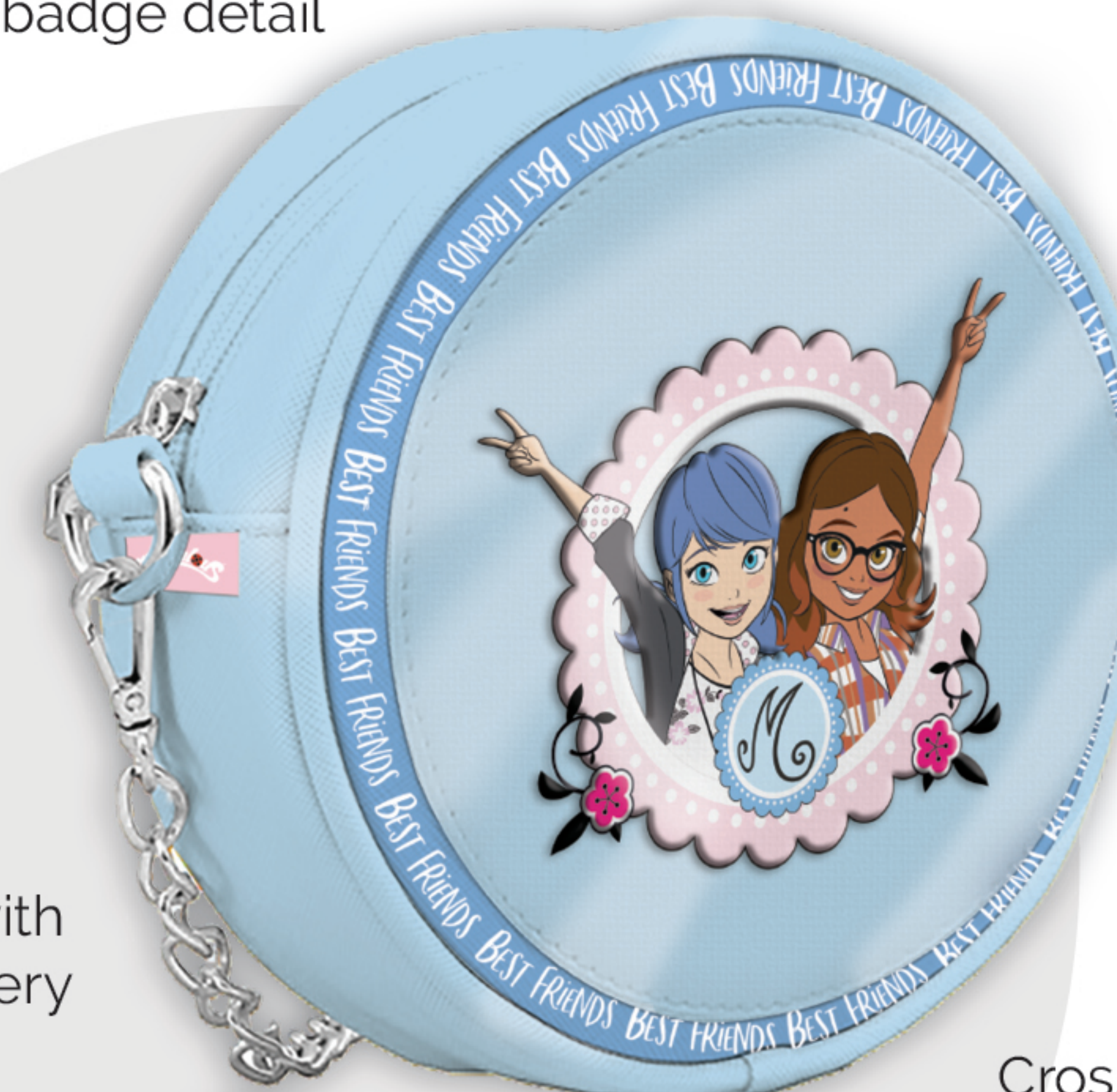
T-shirt with
panel print
and badge detail



Shorts with
Embroidery



Cross Body Bag
with Heat Weld



Pumps with
Badge Detail



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THE PROPERTY OF THE ORIGINAL COPYRIGHT HOLDER.



Secret Diary



Shortie Pajama
Set with Bag



Pajama Set



Reverseable
Bedding
Set, with
Coordinated
Cushions



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BRANDING





LOGO OVERVIEW & USAGE

- UMBRELLA BRAND
- SERIES TITLE & TRADEMARK
- SERIES THEME
- TV SERIES OPENING SEQUENCE
- **ZAG HEROEZ™**
- **MIRACULOUS™**
- Tales of Ladybug & Cat Noir
- MIRACULOUS™ - Tales of Ladybug & Cat Noir

MIRACULOUS LOGO USAGE GUIDELINES on Packaging, Promo, Digital, Product, OnAir

- Always use #1 stacked format below with smaller scale centrally placed ZA HEROEZ unless there is a legal reason or aesthetically it's impossible.
- Miraculous logo should always be the prominent and largest read of any written call-out Product name should be scaled smaller than brand logo.

1) ZAG HEROEZ- MIRACULOUS™ (Center the Zag Heroez logo block on top of the Miraculous logo). Zag Heroez block can be placed in another location if necessary for formatting.)

2) MIRACULOUS™

3) MIRACULOUS™ - Tales of Ladybug & Cat Noir (mostly for broadcasters, publishers)

Licensee shall place the official logos and legal lines™ & copyright © notice of property on each of the products and also on its packaging, boxes, covers, tags, labels, etc.

1. (3) different color logos may be used, select color/styling for best design composition
2. The White logo with black key line is predominantly for "packaging"
3. Flat or Rendered Logo may be used depending on design-Rendered 3D is preferred
4. Only If space is limited ZAG HEROEZ can be placed separately from MIR logo on packaging
5. "Product design" may use "Miraculous" logo solo, but ZH version is highly recommended
6. For Press Releases – Appear in these 2 ways;
 1. ZAG HEROEZ – MIRACULOUS® - Tales of Ladybug & Cat Noir- (Referring to TV Series)
 2. MIRACULOUS™ - (Referring to the brand, use ZAG HEROEZ at least once or twice and ™ at least once at the beginning of the release)

OFFICIAL COPYRIGHT & TM to Appear on All Product, Packaging & Promo inc. Digital and TV

MAIN COPYRIGHT & TM LEGAL LINE

Miraculous™ is a trademark of ZAG™ - Method™.

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OR

Miraculous™ is a trademark of ZAG™ – Method™. © 2018 ZAGTOON™ – Method™ – All Rights Reserved. *

Space Prohibitive

- © 2018 ZAGTOON™ – METHOD™ – ALL RIGHTS RESERVED
- © 2018 & ™ ZAG. All Rights Reserved
- © 2018 ZAGTOON™
- Place the ZAG logo to the left side and/or adjacent to the Legal Line

ZAG COMPANY LOGO

USE **ZAG** logo in front of, on the left or adjacent to the official copyright and TM line above. Please use the Black or Grey version of the logo whenever possible.

If the black version doesn't show due to background color or pattern, please use the white version.



LOGO **BRANDING**
ZAG HEROEZ



MIR_ZH_LOGO_BLACK



MIR_ZH_LOGO_FULL



MIR_ZH_LOGO_WHITE



MIR_ZH_MIR_LOGO_RENDERED_OUTLINE



MIR_ZH_MIR_LOGO_RENDERED_BLACK



MIR_ZH_MIR_LOGO_RENDERED_WHITE



MIR_ZH_MIR_LOGO_RENDERED_RED

NOTE: THAT ALL LOGOS WITHOUT A FILE EXTENTION ARE SUPPLIED
IN BOTH VECTOR AND PHOTOSHOP FORMATS.



MIR_ZAG_LOGO_BLACK



MIR_ZAG_LOGO_GREY



MIR_ZAG_LOGO_WHITE

NOTE: THAT ALL LOGOS WITHOUT A FILE EXTENTION ARE SUPPLIED
IN BOTH VECTOR AND PHOTOSHOP FORMATS.



PLEASE NOTE: The below applies to product that uses imagery from the show (i.e., toys, publishing, games), however if it is product that uses our style guide the (C) date would be date that the product is in market.

All artwork must be sent to Licensor/Agents for approval prior to use.

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